

LIFE



SEVEN YEARS OF HEARTBREAK

A MARRIAGE SUNDERED BY IMMIGRATION LAWS

CHILDREN'S PARTIES II: 6-YEAR-OLDS

**KIM NOVAK:
THE TRIALS
OF A NEW STAR**

20 CENTS

MARCH 5, 1956



Important Milestones in Modern Medicine: 1796—Triumph Over Contagious Diseases. First inoculation by Dr. Jenner.
1848—Triumph Over Pain. Dr. Morton's discovery of ether. 1929—Triumph Over Bacterial Infections. Fleming discovers penicillin.
Now—1956—Procter & Gamble proudly announces . . .

TRIUMPH OVER TOOTH DECAY

Crest Toothpaste with Fluoristan
strengthens tooth enamel to lock out decay from within

FLUORISTAN IS PROCTER & GAMBLE'S EXCLUSIVE FLUORIDE COMPOUND—FAR SUPERIOR TO FLUORIDE ALONE



Miracle of the Towns Without Toothaches. For years, children growing up in certain Western towns were virtually without cavities. Then science learned why: nature's decay-preventive, *fluoride*, was present in their drinking water!



Science Long Tried to Capture Fluoride—only medically approved preventive of decay—in a toothpaste. At last, university scientists and Procter & Gamble discovered *Fluoristan*, exclusive fluoride compound, far superior to fluoride alone.



Fluoristan Makes Possible Crest—world's greatest weapon against tooth decay. Without Fluoristan, you cannot get maximum protection against tooth decay with a toothpaste. Protects permanent teeth of adults and of children, six and over.



Dentists Tested Crest for three years, on 5,673 people. Crest set records of decay prevention *never equalled by any other toothpaste*. And Crest blocks out bad breath as it locks out decay . . . helps keep teeth white. You'll love refreshing Crest!

IMPORTANT

Crest with Fluoristan is the only toothpaste ever developed that makes possible a major reduction in tooth decay, for people of all ages. Thereby, Crest marks the turning point in man's age-old struggle against this almost universal disease.

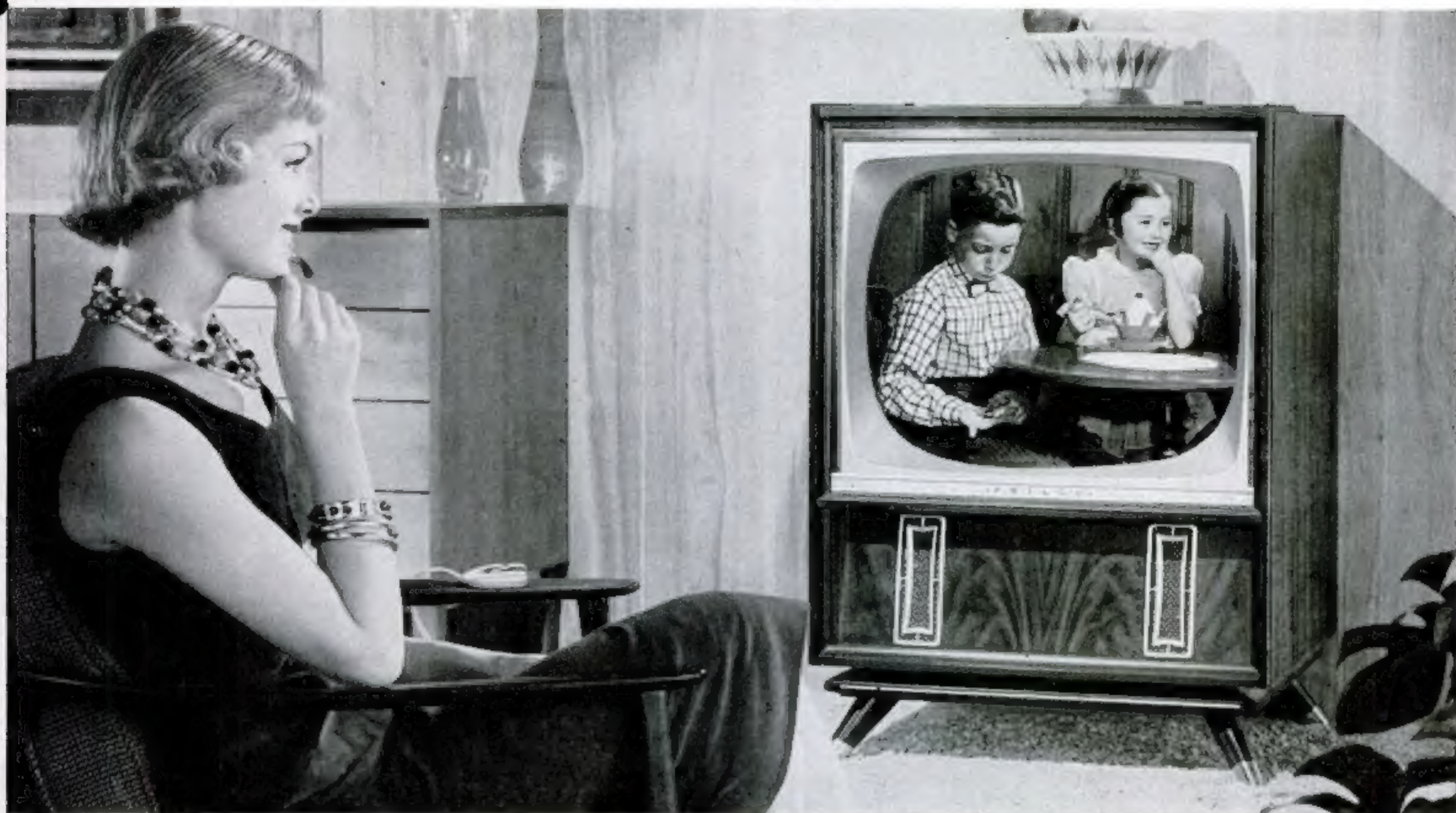
Instead of waiting helplessly for cavities to strike, Crest now makes it possible for you to build strong defenses against decay *within teeth themselves* . . . to actually fortify teeth so that they turn back the destructive attacks of decay (as opposed to the old-fashioned method of depositing a temporary coating of protection on the surface of teeth). With Crest, your family approaches the long dreamed-of day of healthy, decay-free teeth.



WORLD'S GREATEST WEAPON AGAINST TOOTH DECAY

©1956, The Procter & Gamble Co.

Her dinner for 8 cooks automatically



...while she watches television that tunes itself!

Guests due in an hour, but no frenzied activity here . . . in fact, *nobody* in the kitchen! She lives the modern way—the automatic Philco way! More time for her children, her husband, and *herself*.

Even her Philco Television set is all automatic! No knob twisting, no jumping up and down to change stations. She receives her

favorite programs Photo-Perfect without moving from her chair, thanks to the miracle of Philco automatic Remote Control.

Her complete dinner, everything from a perfect roast to delicate sauces, will be ready exactly at the appointed hour on her fully automatic Philco Electric Range.



Only with the new Philco Electric Range can you completely escape from the kitchen. All surface units are automatically self-regulating. Every dish cooks to perfection, right on time. No burning, no boil-over, no pans to watch. Thanks to the amazing Philco Roastmeter, every roast comes out perfect every time. Philco Model 4610.



New Philco Super Marketer 1668 . . . world's first fully automatic *all in one* food keeper. A full size 6.8 cu. ft. freezer below plus a full size 9 cu. ft. refrigerator above.



Philco Air Conditioner with exclusive Comfortimer lets you shop and come home to a pre-cooled house. Turns itself on at any time you select. Philco 105-R.

PHILCO® ...everything to make
the woman's world automatic!



Buy where you see this sign for guaranteed Philco quality and service.

Russia nurtures a new elite

As America feels the pinch of a scientist shortage LIFE shows in exclusive pictures how Reds' new "Golden Youth" program is succeeding.



RED TRAINEE AT WORK

A new world for Kim

An important movie star at 23, shy, blond Kim Novak of Chicago, still unsure of success, gropes for her place in the wild world of fame.



SEEKER KIM

A letter from the South

Nobel Prize-winner William Faulkner speaks out, in "A Letter to the North," against hasty action in forcing integration on the South.



WILLIAM FAULKNER

Ordeal of a severed marriage

Through seven weary years of rebuffs from immigration authorities Grace Li has continued her search for a way to join her husband in the U.S.



A HAPPIER GRACE LI

A good time for the sixes

Second of LIFE's "Parties for Children" shows how careful organization of activities can give 6-year-olds an absorbing afternoon.



HAPPY PARTYGOER

The vigorous, gilded Victorians

Part VIII of "America's Arts and Skills" describes a boisterous medley of Victorian styles that resulted in today's functional skyscraper.



UNSTREAMLINED PHONE

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Blond movie star Kim Novak dresses up in her favorite lavender for a quiet moment on a hectic trip east (see pp. 149-157)

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"I miss you"

"Good to hear your voice"

"Welcome Home"

"Happy Birthday"

"See you this evening"



These simple, friendly words are said many, many times over the telephone each day.

It is just such simple, friendly words from one person to another that make the telephone such an important part of our lives.

Surely it is indispensable in emergencies. But its greater value may be in carrying friendship and love and happiness across the miles.

For without the telephone, time and space would rush between us. And many of us would be so much alone.

BELL TELEPHONE SYSTEM



This One



AEK7-QQL-XCAY



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REVOLUTIONARY NEW RONSON ELECTRIC SHAVER

\$1245
With \$750 'Trade-In' On Old
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**New-type Ronson shaves faster, cleaner,
closer than any other electric shaver!**

Now, it doesn't have to cost you a "fortune" to give or own a big name electric shaver. Because—now, Ronson brings you a brilliantly engineered, revolutionary *new-type* electric shaver at a *down-to-earth* price! And this new-type Ronson shaves you faster, cleaner, closer than any other! Here's why: Every electric shaver, including Ronson, has a shaver head that shields your face from the shaver's cutting blades! It stands to reason that—

THE THINNER THE HEAD, THE CLOSER THE SHAVE!

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*thinnest head!** Toughest, tempered steel, yet thinner than this page! What's more:

Ronson's 32 razor-sharp blades give you 26 million cutting actions per minute. And, the Ronson's *quieter!* Instead of roaring or whining, it *purrs!* Power-cleaning too! The Ronson actually cleans itself—automatically. It's *self-sharpening. Lubricated for life!* No radio or TV interference. And—

No risk! Because you get a 21-day FREE trial (at most dealers). Guaranteed for one full year! What could be fairer? Get Ronson's revolutionary new-type electric shaver for yourself or as a gift!

*American Standards Testing Bureau, Inc. proves Ronson head thinnest in active shaving arm.

RONSON

Maker of the world's greatest lighters and electric shavers!

RONSON CORP., NEWARK 2, N. J.
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Any parents would want to give fine children like these every advantage they could!



Paul Maples



David Barnhart



Robert Lawley



Donna Mae Roberson



James Yaunts

No wonder their parents selected the family encyclopedia that is

First in Quality



AREN'T THESE FINE-LOOKING YOUNGSTERS? Of course their parents wanted to give them every possible advantage in life! And that included the family encyclopedia that's recognized as *First in Quality*. Here's what the parents say about it. . .

• "We think the quality is the best," writes Mrs. L. D. Yaunts of Houston, Texas, James' mother. "Our son started using them as soon as we received them."

• "David's teacher told me that he was at the top of his class, and she could

hardly ask a question before he gave her the answer," writes Mrs. Lillie Barnhart of Roanoke, Virginia. "I give Compton's the credit."

• "They were the best I had looked at which could hold the interest of child or adult," writes Donna Mae's mother, Mrs. T. W. Roberson of Redwood, California. "My daughter was very shy, but now the teacher says she has many interests and gives forth a high level of performance."

• "We previously owned two sets of books, and, believe me, there is no com-

parison," says Mrs. Paul Maples, Jr., of Pasadena, Texas. "In our Compton's we can find what we are looking for right away."

• "We don't have a comic book in the house any more," say Mr. and Mrs. Allen Lawley, of Chicago, "and the help Compton's has given our son Bob (a sophomore in high school) just can't be measured."

NO DOUBT ABOUT IT — children from Compton homes usually *do* stand out in school . . . and in later life, too. Compton's exciting "pictures that teach," many in brilliant color, make it

fun to learn new things. And Compton's unique Fact-Index quickly locates *all* material (including pictures) in the main text; also supplements it with 37,000 quick-reference fact entries about people, places, things.

The young folks in *your* home deserve every advantage you can give them, including a set of Compton's — America's finest pictured encyclopedia for young folks of all ages—pre-school through high school. And you can give them this priceless advantage for only \$6 a month. For more complete information, write Dept. D at address below.

COMPTON'S

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It's play time
...it's *Canada Dry* time!



Fun comes in Canada Dry bottles, too. You'll find Canada Dry Ginger Ale brims with liveliness and sparkle and the delicious taste of true Jamaica ginger. What's more, it's just dry enough—not too sweet—to keep everybody's thirst happy. Then there's Canada Dry True Fruit Orange, smacking of sweet-scented orange groves...and with good reason...for the finest, juiciest oranges grown give their flavor to this wonderful refresher. Just remember, fun time is Canada Dry time!

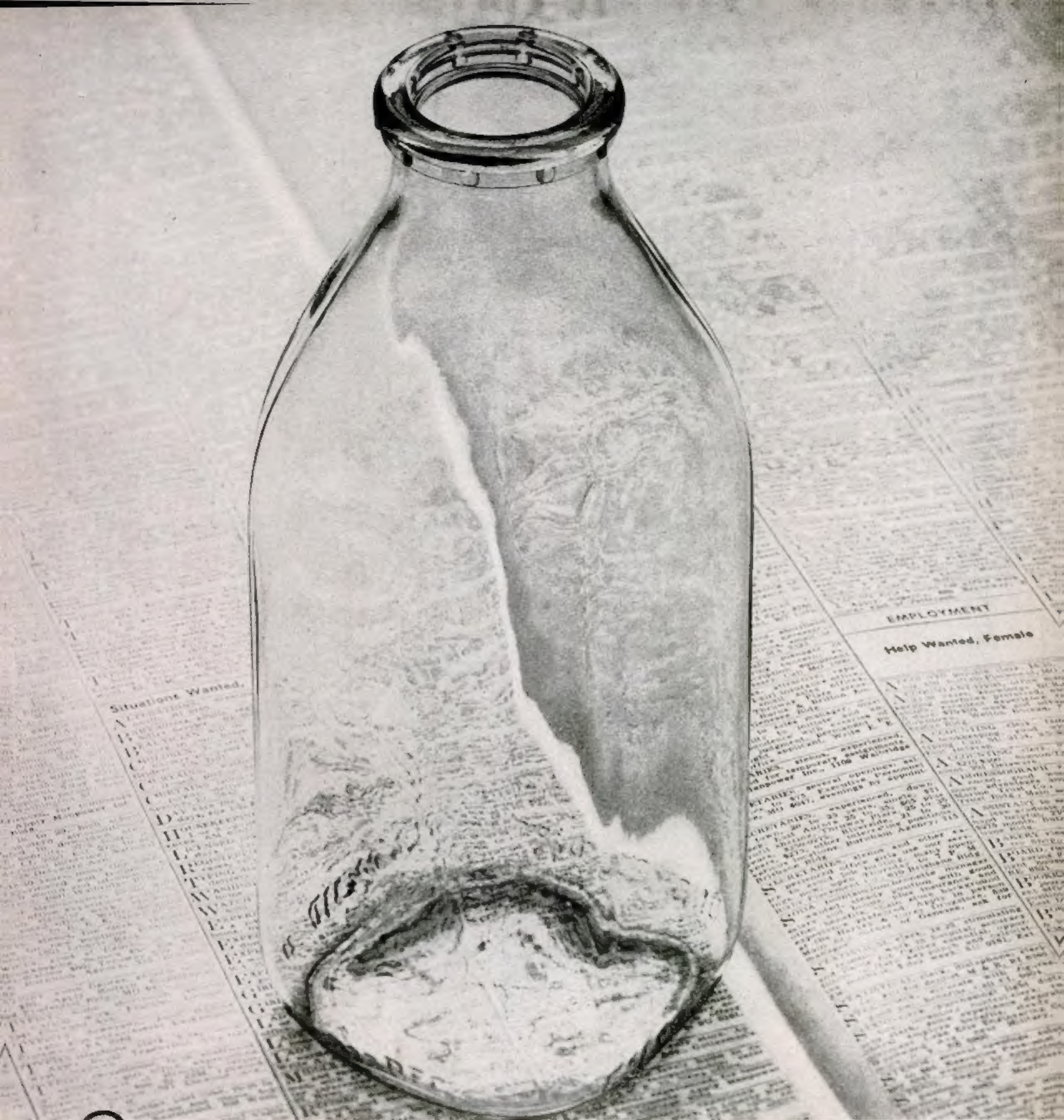


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EVERY TASTE**

Canada Dry makes them all—True Fruit Orange, True Fruit Black Cherry, Grape, Root Beer, Spur Cola, Hi-Spot Lemon Soda, Cream Soda, Ginger Ale and many others.



THE FLAVOR YOU LIKE...THE NAME YOU KNOW



Question for a very busy man: how would your wife pay the food bills if you were no longer here? **What kind of work would she have to do** to keep the family going? Take the time to think it over tonight, then consider this: the annual premium for \$5,000 of **MONEY** life insurance for a man age 30, who qualifies, comes to about 30¢ a day—little more than the price of a quart of milk.

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Bandeau and longline styles in luxurious fabrics for day and evening.
Shown: white cotton broadcloth bandeau; A, B, C cups, \$2.50 — D cup, \$3.50.

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brassieres give you X* appeal

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do they reflect a smart, well-groomed you?

For the gleaming-est, best-kept floors
in town... without hard work...

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POLISHER and SCRUBBER

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Does your scrubbing, waxing, polishing, buffing...all around the house!



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Giant-size capacity...needs no installation...washes pots and pans too!



Giant-size capacity! This General Electric "Mobile-Maid" holds service for eight or all the dishes the average family of four uses in a day! Keeps kitchens tidy all through the day! Stow dishes away as they are used—wash whenever you have a full load!



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LOW, LOW PRICE! No need to put off enjoying the advantages of automatic dishwashing any longer! This family-size General Electric "Mobile-Maid" costs about \$2.45 per week, after small down payment!

YEAR AFTER YEAR, more people choose—and enjoy—the General Electric Dishwasher than any other make. Why not see your General Electric dealer today?

Ask for a demonstration of the dishwasher that's so easy to own—so easy to use! Available in Canada and Hawaii. General Electric Company, Louisville 1, Kentucky.

WASHES DISHES EASIER, FASTER, CLEANER THAN BY HAND!

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Blush Pink

MIRANDA PEARLS*

Captured! A lady's most feminine charm... *blush pink!*
In glamorous styles to spark the glow of an after-kiss.
Amazing true-life look of ocean-bred pearls.
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	Halt's		
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		Buffalo	Wm. Hanger Co.
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		Rochester	Sibby Lindsay, Cur
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		Syracuse	E. W. Edwards & Son
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		New York City	Hamm-Loeber—Brooklyn
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		Wilkes-Barre	Pomeroy's, Inc.
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		Fort Worth	The Fair Store
		Fort Worth	Monnie Dry Goods
		Houston	Foley Brothers Dry Goods
		San Antonio	Joak's
KANSAS		UTAH	
Hutchinson	Wiley Dry Goods	Salt Lake City	Auerbach Co.
Wichita	Black's, Inc.	Salt Lake City	Z.C.M.I.
KENTUCKY		VIRGINIA	
Lexington	Mitchell Baker Smith	Lynchburg	Guggenheimer's
Lexington	Wolf Wile Co.	Norfolk	Bice's Fashion Corner
Louisville	J. Bacon & Sons		
Louisville	Stewart Dry Goods		
Louisville	Besten & Langes		
MAINE		WASHINGTON	
Portland	Mitchell and Bruns Co.	Seattle	Bon Marche
Portland	Mitchell and Bruns Co.	Seattle	Frederick & Nelson
Portland	Great Knowledge and Owen Moore Co.	Spokane	Rhodes Dept. Store
		Spokane	The Crescent
		Spokane	Bon Marche
		Tacoma	Bon Marche
		Tacoma	People's Store Co.
MARYLAND		WEST VIRGINIA	
Baltimore	Hecht Co.	Charleston	Stone & Thomas
Baltimore	Stewart & Co.	Wheeling	Stone & Thomas
Baltimore	Lane Bryant		
MASSACHUSETTS		WISCONSIN	
Lowell	Bon Marche, Inc.	Appleton	H. C. Prange Co.
Northampton	McCallum	Greenbay	H. C. Prange Co.
Springfield	Forbes & Wallace Co.	La Crosse	Fantle Bros.
Worcester	Denholm & McKay	Milwaukee	Boston Store
Worcester	William Filene's	Milwaukee	Ed. Schuster & Co.
Boston	R. H. White		
Boston	William Filene's		
MICHIGAN		MISSISSIPPI	
Detroit	Federal Dept. Stores	Jackson	S. E. Harrington Co.
Grand Rapids	Kerpelshammer Co.		
MINNESOTA			
Duluth	Daleth Glass Block		
Minneapolis	Dayton Co.		
Minneapolis	L. S. Donaldson		
Minneapolis	Powers Dry Goods		
St. Paul	Golden Rule		
St. Paul	The Emporium		
St. Paul	Lane Bryant		

*Simulated

Styles shown in Blush Pink or White Pearl
at stores listed, or write for store nearest you.

WILLIAM RAND, INC. 20 West 36th St., N. Y. 18, N. Y.

Only **Amana** *Quality* brings you freezer living at its finest



FOR ONLY AN
Amana STOR-MOR
BRINGS YOU
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★ **Six Feet Freezing Surfaces!** The refrigerating coils are at top and bottom, and in every shelf. That's why an Amana freezes food in larger quantities and freezes it faster.

★ **Positive Contact Freezing!** All food is stored on, or directly below, solid prime freezing plates! Amana design means constant "even zero" temperature.

★ **The New "Ster-Mar" Door!** Holds 80 full pounds of food... a month of meals! All food is easy to see, easy to reach. Notice special rack for fruit juice concentrates.

★ **New Automatic Food Rack!** Easily adjustable food dispensers fit all standard packages. Serve food in order stored. Eliminate need for written inventory.

★ **Dessert Bar—Leftover Shelf!** Two special features... Pull-down door compartment for ice cream and desserts. Special shelf with colorful containers for leftovers.

Model 19 Illustrated

And **Amana** Stor-Mor Freezers Are "Guaranteed to outperform all others"

Amana means true freezer quality! Real capacity too! Imagine 685 pounds of frozen foods in your kitchen! Exclusive Stor-Mor door alone holds 116 packages and cans! And new, *Amana Plan For Better Living* brings you finest foods in finest freezer made. Ask about it—by name—at better dealers all over the U. S. A. and Canada.

And Amana Gives You Full Five-Year Double Warranty on your magnificent Stor-Mor Freezer!

Five-Year Protection—Two Ways! 1. Five-Year Warranty on complete refrigeration system! 2. Five-Year Food Protection Plan against food spoilage due to mechanical failure of refrigeration system!

And Amana Freezers cost no more than ordinary freezers!



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WORLD'S LARGEST MANUFACTURER OF FOOD FREEZERS

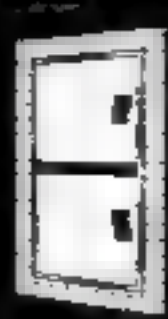
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of



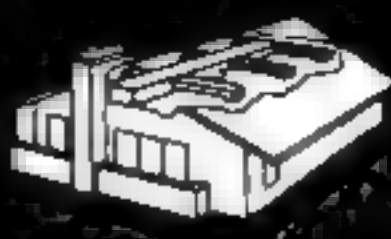
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Freezer Plus Refrigerators



Built-In
Refrigerators



System Air
Conditioning



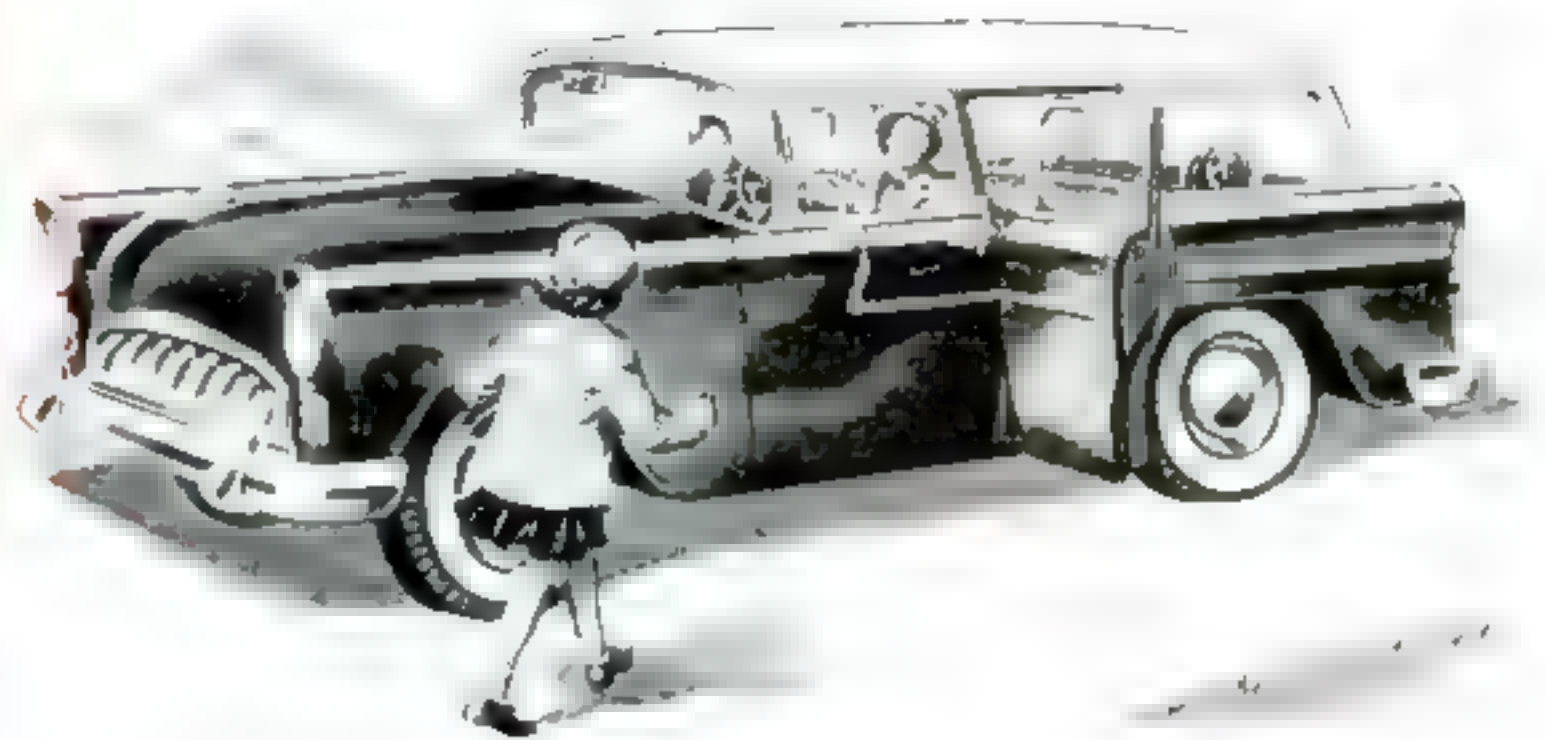
Room Air
Conditioners

Free! The exclusive Amana "Meal Magic" cookbook! Visit your dealer, see the Amana Freezer and get absolutely free, this 76-page, full-color book of wonderful frozen food recipes. And watch the hilarious "Phil Silvers Show" on CBS TV, Tuesday nights.





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the policy with the
P.S.*

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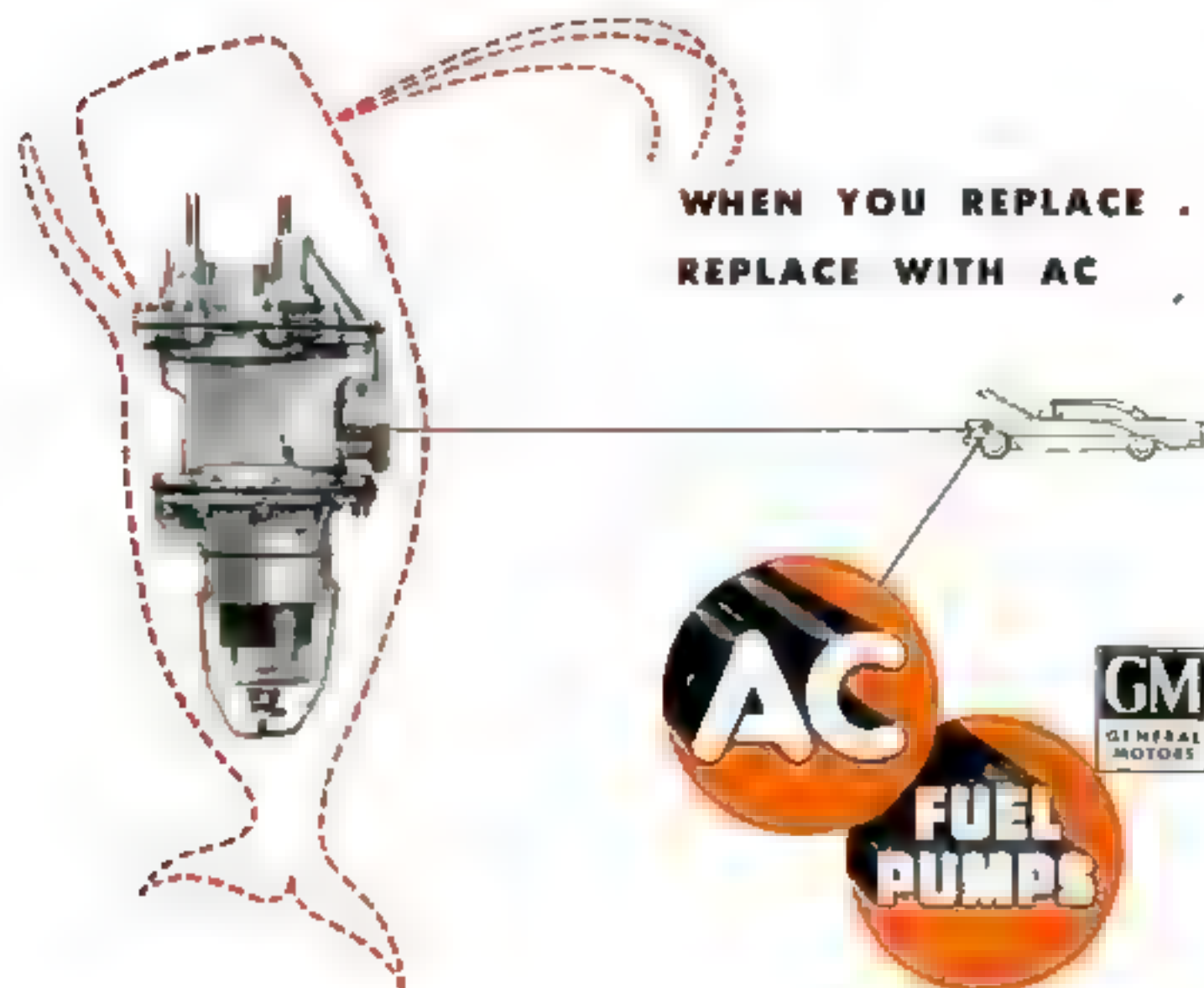


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FUEL
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reliability



AC SPARK PLUG  THE ELECTRONICS DIVISION OF GENERAL MOTORS

LETTERS TO THE EDITORS



FIGURE AT INAUGURAL (LEFT); ATZERODT (CENTER); HAY (RIGHT)

SPEAKING OF PICTURES

Sirs:

In his picture "The Prologue to Assassination" (*LIFE*, Feb. 13) Mr Meserve has placed many of the plot's characters but did he miss George Atzerodt, the assigned assassin of Vice President Andrew Johnson, who was standing near his intended victim?

JIM PARSONS

Northampton, Mass.

● The man standing by Johnson resembles Atzerodt (pictures at top) but is John Hay, Lincoln's private secretary. Atzerodt, ordered by Booth to shoot Johnson, grew panicky and wandered the streets of Washington on the night of April 14. He fled the city, was captured and hanged as a coconspirator.—ED.

Sirs:

I notice something ironic. I see above Booth the sad face of a woman with hands clasped in prayer. A spirit of danger haunted Lincoln's friends and perhaps this photo has caught it.

MRS. BEVERLY KONICK

Durham, N.C.



GREENOUGH'S "THE RESCUE"

● The woman's face is part of a sculpture by Horatio Greenough depicting a frontiersman saving his wife and child from Indian massacre. The statue stands on the east steps of the Capitol.—ED.

TRUMAN AND MacARTHUR

Sirs:

Before we take sides ("The Recall of Gen. MacArthur" and "Gen. MacArthur Makes His Reply," *LIFE*, Feb. 13), let us remember that these are both great men, both Americans and both with the welfare of the U.S. closest to their hearts. No man can be perfect.

EDITH A. VOGEL

Chapel Hill, N.C.

Sirs:

I am very fond of Mr. Truman. But in the matter of Korea and MacArthur, I have come to the reluctant

conclusion that he was utterly wrong. The irony is that it was Truman's own account that finally convinced me!

J. E. SCHMIDT

Charlestown, Ind.

Sirs:

MacArthur's article has shown me I was wrong in agreeing with him about the Korean controversy. No man who can spew hatred and venom as he did in that article is worthy of being considered a statesman.

H. G. JONES

Carrollton, Ga.

Sirs:

Mr. Truman burrows deeper into ignominy while General MacArthur soars to greater summits.

ROY E. SINE

South Pasadena, Calif.

Sirs:

One has a headstrong feeling for the sunshine after reading General MacArthur's masterly reply to Mr. Truman's slanders. The general's dignified reply, in a beautiful display of our graphic language, is like the whispers of ripples of a passing canoe and stands out, in all its full honesty, upon us all in our memories like Mars at perihelion.

VINCENT WOODBURY

New Braunfels, Texas

Sirs:

MacArthur's only defense is that those who criticized him did so out of personal malice. This is pretty petty from a man who has many claims to greatness.

LEONARD ZNEIMER

Rhinebeck, N.Y.

Sirs:

General MacArthur's rebuttal indicates clearly his genius as a military strategist. But it also places in evidence the fact that his removal was justified, indeed necessary. Would MacArthur have entertained such insubordination in his command? His

CONTINUED

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CARNATION'S SHORT CUT TO TASTIER MACARONI FOR LENT

New 3-minute way to make smoother Cheese Sauce



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Carnation's special blending qualities

make it possible—ordinary milk won't do!

Quickest cheese sauce you ever made. Thrifty,
too—no flour or shortening needed! And so
smooth! All because of Carnation's special blending
qualities—not found in any other form of milk.

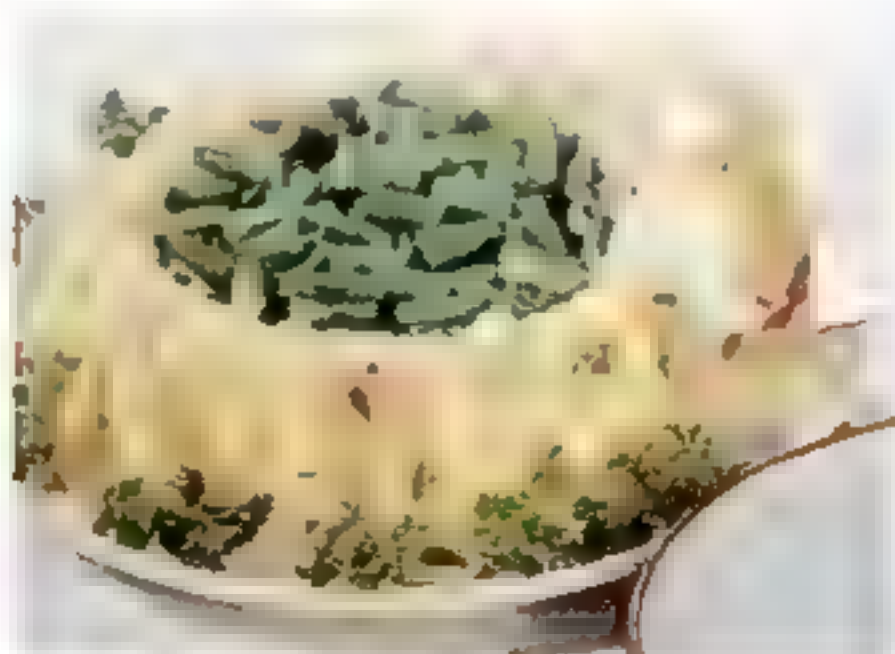
RECIPE: CARNATION 3-MINUTE CHEESE SAUCE (Makes about 2½ cups sauce)

1½ cups (large can) undiluted
CARNATION EVAPORATED MILK
½ teaspoon salt
1 teaspoon dry mustard
1 tablespoon steak sauce
2 cups (about 8 oz.) grated process-
type American cheese

Simmer Carnation, salt, mustard
and steak sauce in saucepan over
low heat to just below boiling
(about 2 minutes). Add cheese,
stir over low heat until cheese
melts (1 minute longer).



MACARONI AND CHEESE CASSEROLE. Pour smooth Carnation 3-Minute Cheese Sauce over a mixture of 4 cups of well-drained cooked macaroni, ¼ cup finely chopped green pepper and ¼ cup finely diced pimiento. Mix thoroughly. Pour macaroni mixture into buttered 1½-quart casserole. Bake macaroni-cheese casserole in a moderate oven (350°F.) for 25-30 minutes.



TUNA-MACARONI-CHEESE RING. Pour Cheese Sauce over mixture of 4 cups cooked macaroni, 1 cup soft bread crumbs, 1 cup tuna, ¼ cup diced green pepper, ¼ cup diced pimiento, 2 beaten eggs, 2 tablespoons grated onion. Place in buttered 9" ring mold. Bake in moderate oven (350°F.) 30 minutes. Let mold stand 5 minutes, then turn out on a warm platter.



INDIVIDUAL MACARONI-CHEESE-TOMATO BAKES. Pour 3-Minute Cheese Sauce over mixture of 4 cups cooked macaroni, ¼ cup diced green pepper, ¼ cup diced pimiento and 1½ cups diced fresh tomatoes. Blend lightly; place macaroni mixture in 6 well-buttered individual casseroles. Bake the casseroles in a moderate oven (350°F.) for about 20 to 25 minutes.

**New Bendix Power Surge Washer surges out
deep deep soil...without thrashing agitator blades**

Let the glove on your hand show you

Make This Simple Test!



1. To see how the Bendix Power-Surge Washer whisks out deepest, stickiest soil, first rub sticky catsup (or goosey jam) deep into the fibers of a glove. Make a real mess of it!



2. Now put your gloved hand in the Power-Surge Washer. Sure you can! It's entirely different from conventional agitators, as safe for your fingers as it is for clothes.

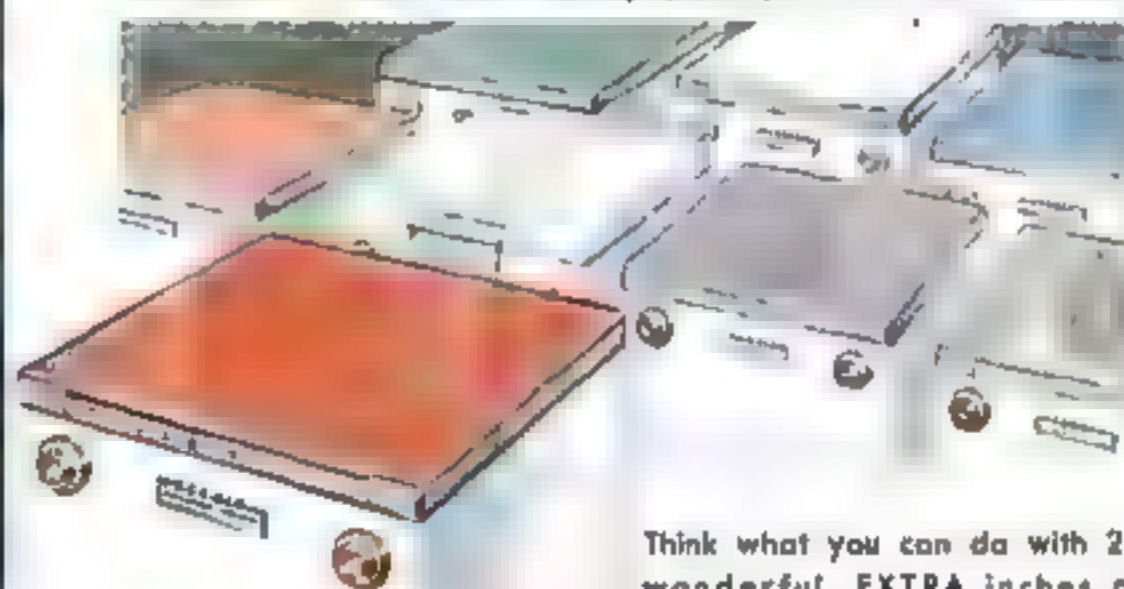


3. You'll feel this washer washing clean. And in seconds, you'll see what we mean by energized washing action. Look at your glove. It's spotless! Not a trace of sticky catsup is left.



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Genuine Formica Work-Tops, Only Bendix Has Them



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BENDIX

AUTOMATIC POWER-SURGE WASHER

LETTERS TO THE EDITORS CONTINUED

attempt to mask the issues by such devices as the implied slander of General Bradley is unbecoming his stature.

GEORGE F. MANSUR JR.
Columbia, Mo.

Sirs:
It would be interesting to know if MacArthur received "a price" for the vitriolic statements made regarding his former Commander in Chief.

FRANK GROVE
Newport News, Va.

● As is his policy, General MacArthur requested that LIFE pay him nothing for his reply to Mr. Truman.—ED.

ART OF A LOST PEOPLE

Sirs:
Congratulations for the splendid photographs ("Lusty Art of a Lost People," LIFE, Feb. 13) of Etruscan objects d'art and artifacts.

PHILIP B. SULLIVAN
Mt. Kisco, N.Y.

Sirs:
I beg to differ with your mythological expert. If the Etruscans didn't tamper with Greek mythology too much, the man on the urn would be



Hermes talking to a couple of the gals on Mt. Olympus, probably Athena and Aphrodite. Paris was a handsome young man, but I have never seen him with wings on his heels!

MRS. BLAINE KIMBALL
Arlington, Va.

● The scene depicts the wing-footed Hermes talking to a seated Paris on Mount Ida. The goddess Hera is behind Hermes. The winged lady is the Etruscan angel Lasa.—ED.

SAN FRANCISCO

Sirs:
Being a European and resident for seven happy years in this city of charm ("San Francisco," LIFE, Feb. 13), I was happy to see such a vivid account and true picture.

PIERRE S. RHEIN
San Francisco, Calif.

Sirs:
I live in and love San Francisco. After viewing your article I am convinced Mr. Farberman is employed by the Los Angeles Chamber of Commerce.

JOSEPH MOREAU
San Francisco, Calif.

Sirs:
It appears that N. R. Farberman was in a fog when he photographed Market Street. It makes our beautiful street look like a squashed-up mess.

J. HICKS
Santa Clara, Calif.

● The photographer, standing 2 1/2 miles from the Ferry Building at the

far end of Market Street, used a long focal length lens at ground level. This had the effect of foreshortening distance and accenting the slopes of the street.—ED.

A HOLE IN NATO'S DIKE

Sirs:
Your editorial on Cyprus ("A Hole in NATO's Dike," LIFE, Feb. 13) is a second Declaration of Independence by the American people. You are to be congratulated for your courage and vision.

JAMES GALANIS
Santa Monica, Calif.

Sirs:
We pressured the British to let Egypt have independence. Today we have Russian arms and "experts" in their paces. Now you sing the same refrain on Cyprus.

CARL HICKERSON
Superior, Ariz.

Sirs:
Your editorial is a refreshing reminder that some people in this country do not subordinate their sense of justice to the demands of an ill-advised and inconsistent British diplomacy.

THEODORE S. ZOUPANOS
Ithaca, N.Y.

JACKIE, PERRY AND A ROW

Sirs:
You omitted an important reason ("Jackie, Perry and a TV Row," LIFE, Feb. 13) for Gleason's slip. We dislike having children watch a married couple quarreling with each other for a half hour.

MRS. DONALD PRINCE
Omaha, Neb.

A DRAFT AFT

Sirs:
It might be of interest to your readers ("A Draft Aft," LIFE, Feb. 13) to know that after Sr. Mendes disposed of the bull, he retired for repairs. When he reappeared later for his second bull of the program, his skin-tight silk pants were very noticeably patched and the *apocryphal* started to call him "Reencuchado" ("Retread" or "Recap"). Although he disposed of the second bull with no further mishap, he was quite upset about this nickname.

D. L. O'HANNA
New Milford, N.J.

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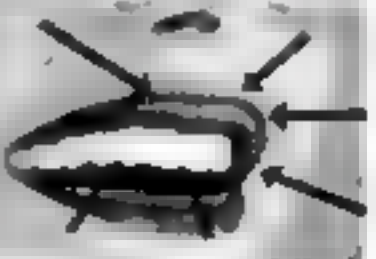

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MINUTES AFTER BRUSHING WITH ANY TOOTH PASTE  DECAY-CAUSING BACTERIA RETURN TO ATTACK YOUR TEETH!	12 HOURS AFTER ONE COLGATE BRUSHING GARDOL IS  STILL FIGHTING THE BACTERIA THAT CAUSE DECAY!
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No other leading toothpaste can give the 12-hour protection against decay you get with Colgate Dental Cream with just one brushing!

Morning brushings with Colgate's help protect all day; evening brushings all night. Because the Gardol in Colgate's forms an invisible, protective shield around teeth that lasts 12 hours with just one brushing. Ask your dentist how often to brush your teeth. Encourage your children to brush after meals. And at all times, get Gardol protection in Colgate's!



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Guards Your Teeth

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Only BEAUTYREST has independent springs. Only BEAUTYREST

So comfortably close! Nearness—yet private, separate comfort all night long.

Only Beautyrest® can offer this double-bed luxury, because it's made differently from any other mattress you can name. Instead of being joined together, each spring is completely independent—stands on its own.

Result: A heavyweight husband and lightweight wife can sleep side by side in supreme comfort. There's no rolling together on a Beautyrest. There's never a jounce or even a jiggle when he turns in his sleep!



Greater Single-Bed Comfort!

If Beautyrest is so *right* for two, think how *perfect* it is for single-bed sleepers. As the picture above shows, independent springs give body-fitting comfort from head to toe. Coils give gently under the

weight of your thighs, for example, yet firm up to support the small of your back.

This means Beautyrest will never, never develop *sag*—the major cause of sleeper's ache.

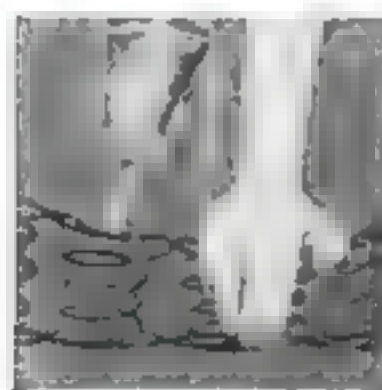
Simmons makes every type of mattress—hair, rubber, innerspring. So you can take their word for it that Beautyrest is the best for rest, and the best for your pocketbook, too.

The 10-year guarantee of Beautyrest brings its original price of \$69.50 down to less than 2¢ a night. That's why, in the long run, the best costs the least!



together in separate comfort on BEAUTYREST

lets two sleep together in perfect comfort.



"ORDINARY"



BEAUTYREST

In "ordinary" mattress (above left), springs are tied together top and bottom. See how water glass topples when you press down on one spring. This mattress will sag under your hips. In Beautyrest (above right), springs are completely independent. Press down on one spring, and glass remains upright. Proof that Beautyrest will never sag.

Outlasts all others 3 to 1. Under the nonstop rolling action of this 270 pound roller at the United States Testing Company, Beautyrest stood up longer than all the others, 3 times as long as the next best. Another reason you save when you insist on Beautyrest.




Only Beautyrest offers these choices: Standard model, \$69.50; Extra-Firm model, \$69.50; King-Size (80" long), \$79.50. Super-size models (longer and wider) also available. Dual-Comfort model (standard on one half and extra-firm on the other), \$19.50.

Matching Beautyrest Backsaver Foundation with exclusive platform top, \$69.50.

Only Simmons makes BEAUTYREST

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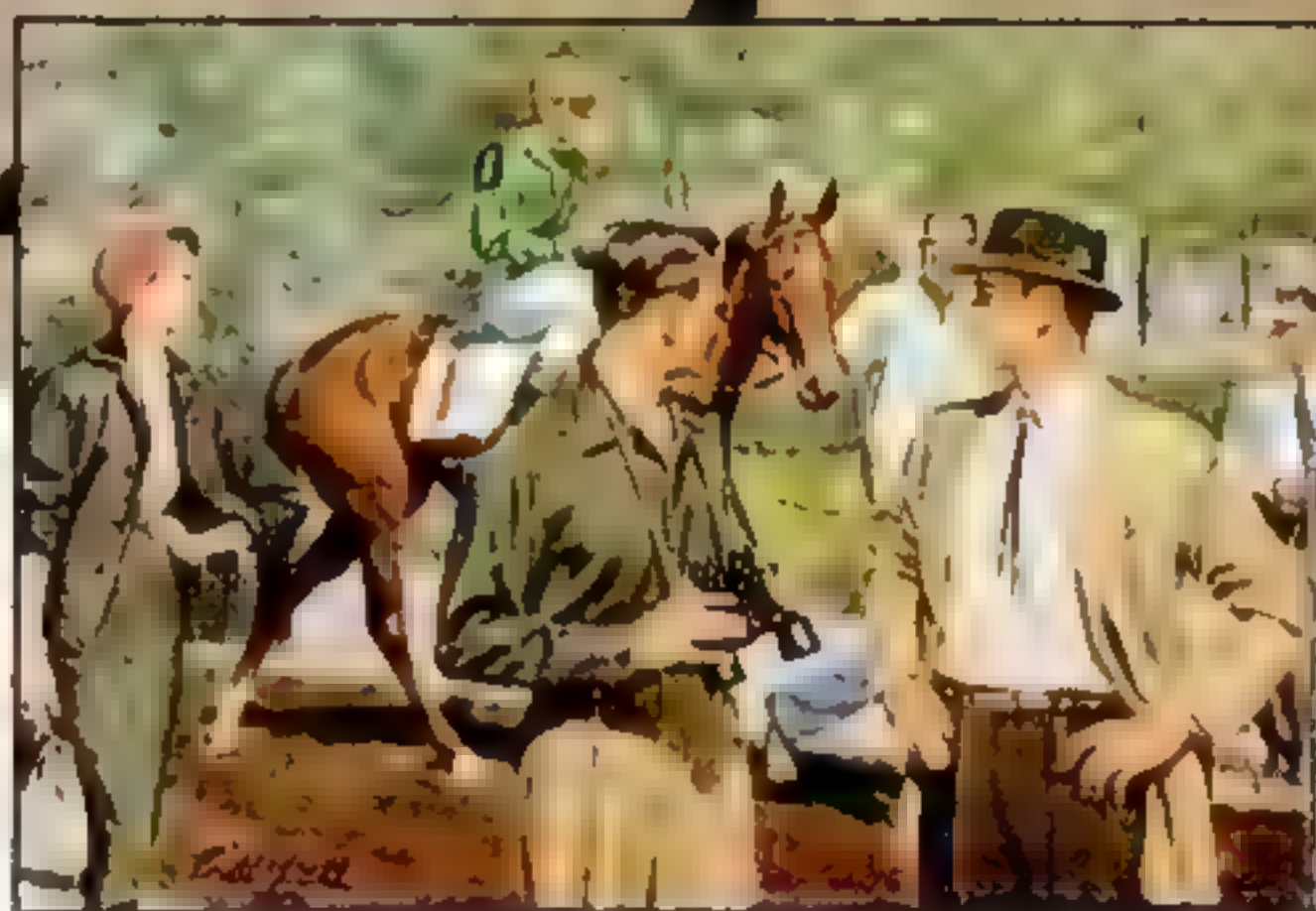
Left: No. 15-18, Tan, Chestnut, hand-worn, wrap, leather, sole, rubber, insole, Jarman. Center: No. 15-18, A, B, C, D, E, F, G, H, I, J, K, L, M, N, O, P, Q, R, S, T, U, V, W, X, Y, Z, AA, AB, AC, AD, AE, AF, AG, AH, AI, AJ, AK, AL, AM, AN, AO, AP, AQ, AR, AS, AT, AU, AV, AW, AX, AY, AZ, BA, BB, BC, BD, BE, BF, BG, BH, BI, BJ, BK, BL, BM, BN, BO, BP, BQ, BR, BS, BT, BU, BV, BW, BX, BY, BZ, CA, CB, CC, CD, CE, CF, CG, CH, CI, CJ, CK, CL, CM, CN, CO, CP, CQ, CR, CS, CT, CU, CV, CW, CX, CY, CZ, DA, DB, DC, DD, DE, DF, DG, DH, DI, DJ, DK, DL, DM, DN, DO, DP, DQ, DR, DS, DT, DU, DV, DW, DX, DY, DZ, EA, EB, EC, ED, EE, EF, EG, EH, EI, EJ, EK, EL, EM, EN, EO, EP, EQ, ER, ES, ET, EU, EV, EW, EX, EY, EZ, FA, FB, FC, FD, FE, FF, FG, FH, FI, FJ, FK, FL, FM, FN, FO, FP, FQ, FR, FS, FT, FU, FV, FW, FX, FY, FZ, GA, GB, GC, GD, GE, GF, GG, GH, GI, GJ, GK, GL, GM, GN, GO, GP, GQ, GR, GS, GT, GU, GV, GW, GX, GY, GZ, HA, HB, HC, HD, HE, HF, HG, HH, HI, HJ, HK, HL, HM, HN, HO, HP, HQ, HR, HS, HT, HU, HV, HW, HX, HY, HZ, IA, IB, IC, ID, IE, IF, IG, IH, II, IJ, IK, IL, IM, IN, IO, IP, IQ, IR, IS, IT, IU, IV, IW, IX, IY, IZ, JA, JB, JC, JD, JE, JF, JG, JH, JI, JJ, JK, JL, JM, JN, JO, JP, JQ, JR, JS, JT, JU, JV, JW, JX, JY, JZ, KA, KB, KC, KD, KE, KF, KG, KH, KI, KJ, KK, KL, KM, KN, KO, KP, KQ, KR, KS, KT, KU, KV, KW, KX, KY, KZ, LA, LB, LC, LD, LE, LF, LG, LH, LI, LJ, LK, LL, LM, LN, LO, LP, LQ, LR, LS, LT, LU, LV, LW, LX, LY, LZ, MA, MB, MC, MD, ME, MF, MG, MH, MI, MJ, MK, ML, MM, MN, MO, MP, MQ, MR, MS, MT, MU, MV, MW, MX, MY, MZ, NA, NB, NC, ND, NE, NF, NG, NH, NI, NJ, NK, NL, NM, NN, NO, NP, NQ, NR, NS, NT, NU, NV, NW, NX, NY, NZ, OA, OB, OC, OD, OE, OF, OG, OH, OI, OJ, OK, OL, OM, ON, OO, OP, OQ, OR, OS, OT, OU, OV, OW, OX, OY, OZ, PA, PB, PC, PD, PE, PF, PG, PH, PI, PJ, PK, PL, PM, PN, PO, PP, PQ, PR, PS, PT, PU, PV, PW, PX, PY, PZ, QA, QB, QC, QD, QE, QF, QG, QH, QI, QJ, QK, QL, QM, QN, QO, QP, QQ, QR, QS, QT, QU, QV, QW, QX, QY, QZ, RA, RB, RC, RD, RE, RF, RG, RH, RI, RJ, RK, RL, RM, RN, RO, RP, RQ, RR, RS, RT, RU, RV, RW, RX, RY, RZ, SA, SB, SC, SD, SE, SF, SG, SH, SI, SJ, SK, SL, SM, SN, SO, SP, SQ, SR, SS, ST, SU, SV, SW, SX, SY, SZ, TA, TB, TC, TD, TE, TF, TG, TH, TI, TJ, TK, TL, TM, TN, TO, TP, TQ, TR, TS, TT, TU, TV, TW, TX, TY, TZ, UA, UB, UC, UD, UE, UF, UG, UH, UI, UJ, UK, UL, UM, UN, UO, UP, UQ, UR, US, UT, UY, UZ, VA, VB, VC, VD, VE, VF, VG, VH, VI, VJ, VK, VL, VM, VN, VO, VP, VQ, VR, VS, VT, VU, VV, VW, VX, VY, VZ, WA, WB, WC, WD, WE, WF, WG, WH, WI, WJ, WK, WL, WM, WN, WO, WP, WQ, WR, WS, WT, WU, WV, WW, WX, WY, WZ, XA, XB, XC, XD, XE, XF, XG, XH, XI, XJ, XK, XL, XM, XN, XO, XP, XQ, XR, XS, XT, XU, XV, XW, XX, XY, XZ, YA, YB, YC, YD, YE, YF, YG, YH, YI, YJ, YK, YL, YM, YN, YO, YP, YQ, YR, YS, YT, YU, YV, YW, YX, YY, YZ, ZA, ZB, ZC, ZD, ZE, ZF, ZG, ZH, ZI, ZJ, ZK, ZL, ZM, ZN, ZO, ZP, ZQ, ZR, ZS, ZT, ZU, ZV, ZW, ZX, ZY, ZZ.

CORRECT JARMAN STYLES

to go with your brown or tan sports outfit

You *always* look smarter in shoes of the right style and color; whatever the occasion. For example, here are three good-looking Jarman "Leisuals" for spring that are styled especially to complement your favorite brown or tan sports outfit. Like all sports clothing, they are designed for extra comfort—but as you can see they are unusually smart looking, too. And you don't have to limit your choice to these

three—your dealer has other smart Jarman shoes to go with brown or tan sports clothes. In addition, he has a number of styles to go with each of the other basic out-



fits—brown or tan suit, blue or grey sports clothes, blue or grey suit. In other words, your Jarman dealer can see to it that you have the shoes to be correct for every occasion—and comfortable, too, because style-setting Jarman shoes are as easy on the feet as they are on the eyes.

Enhance your reputation as a well dressed man. See your near-by Jarman dealer right away, and let him fit you in a new pair of Jarman shoes. And while you're there, be sure to ask about the free Jarman "Style-O-Scope"—handy, colorful chart with a "magic arrow" that automatically shows you correct shoes to wear at all times. With the help of its authentic information you'll always be *right* in style.

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SHOES FOR MEN

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When better automobiles are built Buick will build them

Sweeping Beauty —with wide-awake action



Just sitting there quietly, it's a picture of excitement at rest. That you can see.

And perhaps, in the sight of it, you get some clue as to why this gorgeous sweep of automobile is scoring success like no other Buick we've ever offered before.

But you'd really have to road-travel this heart stealer to know the full reason why Buick for '56 is chalking up the sales records.

For what it suggests in its poised-for-flight looks, it confirms in soaring action.

It has a blazing gait—touched off by a

brilliant new Variable Pitch Dynaflo[®] with instantaneous response two rows deep.

It has a new breakaway getaway at the very first inch of accelerator pressure—before you switch the pitch—with blades still at economy angle. Beyond that, a safety reserve of full-pitch power for all-out action.

And it has a whopping new 322-cubic-inch V8 engine to spark it all—with the mightiest horsepowers and the highest

compressions in all of Buick's long history.

Of course you'll discover more than just pace and power in this eager beauty.

There's a ride to discover—a ride with a wholly new stability and lance levelness—cushioned in oil, cradled on four coil springs, sinewed by the deep steel of a massive X-member frame.

There's a stirring satisfaction to experience—from the way this Buick corners and climbs and canters to your bidding.

Above all, there's a thrill of command to feel—a lift to your spirit and pulse and pride like you've never sensed before in wheeled travel.

Surely you owe yourself the fun of finding out the gospel about the gait and glow this Buick brings you. And you can, for the asking. Drop in this week, and sample—in action—the best Buick yet.

See Jackie Gleason on TV
Every Saturday Evening

Best Buick yet

*New Advanced Variable Pitch Dynaflo[®] is the only Dynaflo Buick builds today. It is standard on Roadmaster, Super and Century—optional at modest extra cost on the Special

See Your Buick Dealer

Join Buick's "Thrill-A-Minute Club"
Just drop in, drive a 1956 Buick, and discover the new thrills in ride, handling, power and switch-pitch performance to be had in the Best Buick Yet



neatness
that won't
wash out

ELLEN TRACY design (left) in navy, plaid, blue or gray check. (Right) in white and pretty pastels. Both in sizes 9 to 15, 30 to 38. Each about \$4.50 (slightly higher west of the Rockies.)

These charming blouses ignore wrinkles, won't wilt, even smooth themselves dry. For thanks to "Dacron"*, their remarkable talents are built right in—will last for the life of the blouse. Blouses (and skirts, too) in a blend of 65% "Dacron" polyester fiber and 35% cotton. Oppenheim Collins; Marshall Field; The J. L. Hudson Co.; Famous Barr; J. Goldsmith.

DACRON AND COTTON

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BETTER THINGS FOR BETTER LIVING... THROUGH CHEMISTRY



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*"Dacron" is Du Pont's registered trademark for its polyester fiber.

Du Pont makes fibers, does not make the fabrics or blouses shown here

A Leap for Life, a Lunge for Lunch

In Kruger National Park, Mrs. James Stevenson-Hamilton, photographer wife of the park's former game warden, came upon a pride, or pack, of lions lying in ambush by a watering hole. A pair of impala rams approached as Mrs. Stevenson-Hamilton aimed her movie camera. One lioness crept forward to stampede the impalas. The other raced along the river bank to cut them off. Fleeing toward the bush, the rams headed directly toward the second lioness who charged. Though one ram escaped with a leap, the lioness braked and brought down the other, furnishing a fine meal for the quick-witted hunters and the rest of the pride which was waiting nearby.

1

AS THE LIONESS CHARGES, AN IMPALA LEAPS OVER HER



2

SOARING ABOVE THE LIONESS, THE IMPALA RAM FLINGS ITS HIND LEGS UPWARD, GIVING AN ADDED CLEARANCE TO ITS LEAP

3

SKIDDING TO A STOP, THE LIONESS WAITS AS THE SECOND RAM APPROACHES

UNABLE TO CHANGE ITS COURSE, THE IMPALA IS STRUCK DOWN BY LIONESS



4

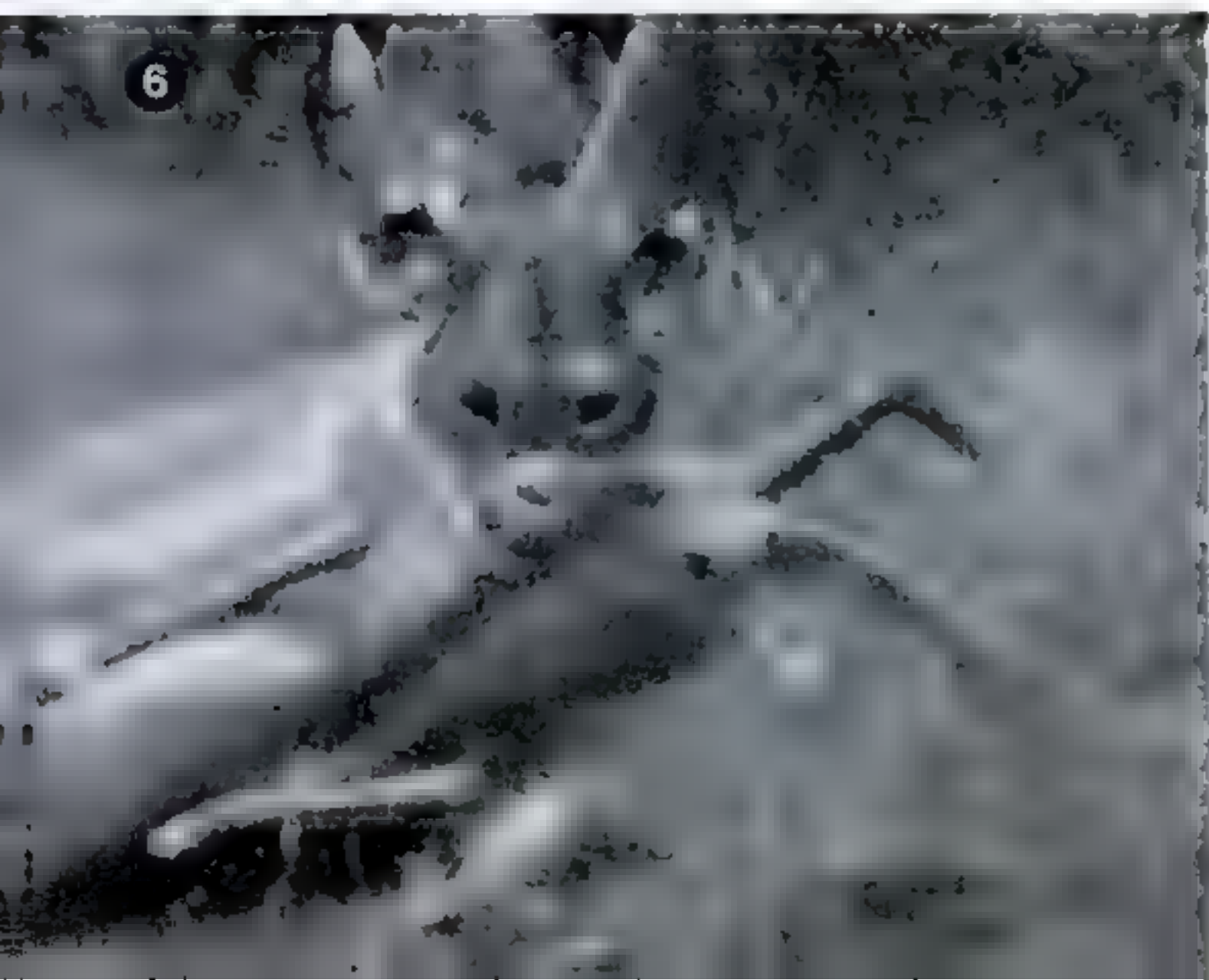


5



AS ONE IMPALA RAM IS ABOUT TO LAND, THE LIONESS SEES THE SECOND ONE APPROACHING AND DIGS IN WITH HER PAWS, CHURNING UP A CLOUD OF DUST

THE KILL COMES AS THE LIONESS'S JAWS CLOSE DOWN ON THE RAM'S NECK



YOUNG LIONS GREEDILY SHOULDER EACH OTHER AS THEY JOIN IN THE FEAST



You... in all your fashion moods

Yours is the wonderful flair for fashion... the trick of looking as beautiful in cottons as you do in silks. Your bras, of course, by Formfit... because Formfit styles for each fashion mood, creating the perfect line for each costume. Choose from this comfortable modern-mood collection at your nicest store.

Life
by
Formfit



For Daytime...

You'll live in "Life Confidential" Bra No. 281. Light foam-rubber padded cups uplift and enhance your curves. Embroidered cotton. White, \$3.00; Black, \$3.50.



For Playtime...

You choose "Life Thrill" Bra No. 587 for youthful uplift. Tiny "set-ins" of thin foam rubber lift and hold you to young lines. White cotton broadcloth. \$2.50.

For Daytime...

You'll have a wonderful time choosing your favorite color... White, Sunrise Pink, Alpine Blue, Down Black "Life Romance" Bra No. 588 in embroidered Nylon. \$4.00.

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WE SAID IT —
THEY PROVED IT!
EBONITE'S NEW

TORNADO
BOOSTS ANYBODY'S
BOWLING SCORE!

EXPERT WINS TITLE!



ANITA CANTALINE of Detroit won the 1956 Women's National Bowling Championship at the Chicago All-Star Tournament with her new Ebonite Tornado ball.

ROOKIE ROLLS 300!



RICHARD BUCCO, youthful Orange, N. J. bowler, rolled a consistent 160 with his old ball. Then he switched to Ebonite's Tornado — and bowled a perfect 300 game his first time out!

3 Exclusive Secrets Boost Scores Right Away!

Ebonite, inventor of the first modern bowling ball, in 1905, has pioneered another great advance in bowling! Ebonite has built magic scoring power into every Ebonite Tornado with these 3 scientific secrets:

CUSTOM-FITTING —

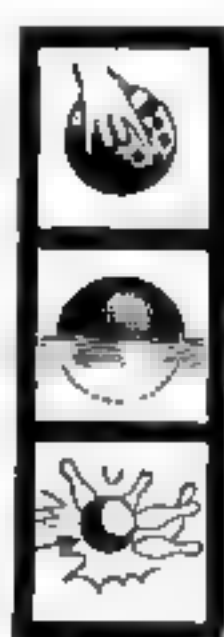
Your Ebonite dealer takes your grip-fit... then custom-drills your Tornado for the perfect grip that's yours alone!

MICRO-BALANCE —

Every Ebonite Tornado is floated in quicksilver to find the one right spot for finger grips — and give you micro-balanced fingertip control!

TRACTION FINISH —

Tornado's scientific finish grips the alley with "magnetic" traction, grabs the pins and throws them with explosive impact. More knockout action carries for more wood!



BONANZA!
\$15,000

\$10,000. In U. S. Bonds offered to top 100 bowlers in the 1956 ABC Tournament, Rochester, N. Y.,... \$5,000. for the W.I.B.C., Miami. You must roll an Ebonite to qualify. See your local Ebonite Distributor for "Bonanza" entry blank.

EBONITE
TORNADO
only \$23⁹⁵

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EBONITE CO., NEWTON 64, MASS.

Here
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again!

It's
the
greatest!

dig this crazy mixed-up ice cream!

Triple-Treat

it's raspberry, vanilla and orange-pineapple!

Man, it's
real cool!

MORE PEOPLE ENJOY
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Rich red raspberry, so-smooth vanilla
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exciting ice cream. A flavor trio that's
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Buy this exciting new carpet the Bigelow way!

Beautiful, practical Bigelow Mission Trail yours to enjoy while you pay for it!



At the Bigelow Sample-Bar it's easy to find the carpet you want. At your fingertips, a wonderful collection of Bigelow carpets in many colors, styles, prices.

*Enough Mission Trail carpeting
for one large room only **\$2.35** a week**

All the casual charm of California living—that's what you enjoy with Bigelow's Mission Trail in your home.

This California-style wool carpeting has a friendly, tweedy texture. And the colors are blended for a multi-color effect that is most pleasing to the eye. This means less work for you—for Mission Trail hides soil and scuff marks.

You'll find, too, that this carpeting cushions footsteps, makes your home a quieter place to be. Yes, from every angle, it pays to put Bigelow Mission Trail carpeting on the floors in your home.

Buy Mission Trail the Bigelow way and enjoy it while you pay for it. After all, home means more with carpet on the floor, especially if it's a Bigelow.

*Easy monthly payments! Your Bigelow retailer will arrange low monthly terms, often without down payment. When you pay by the month, enough Mission Trail to cover one large room wall-to-wall costs you about \$2.35 a week. Room-size Mission Trail rugs and other Bigelows on easy terms, too.



Bigelow

Number 1

name in Carpets

IT DIDN'T COST
THAT MUCH TO BE
SICK WHEN I WAS
A LITTLE GIRL!

OH, BUT
ACTUALLY, SICKNESS
COSTS LESS TODAY--AND
MANY MORE CHILDREN
GET WELL!



Back when today's adults were growing up, one out of every ten babies died before its first birthday. Now, advances in medical science are saving millions of young lives each year. Yet the cost of the better medical care available today is actually *less* than the best care you could get when you were a child!

The reason: new treatments and new medicines developed by the medical profession and the pharmaceutical industry.

A dramatic case in point is mastoiditis in children. Surgery was often able to save the child's life, but sometimes left him with a deaf ear. Nowadays, the doctor is often able to cure him with perhaps \$25 worth of potent new medicines, and thus save the expense of an operation and hospital stay.

But most important, these new drugs are saving children's lives—by the millions. Once, the four most deadly child-killers were diph-

theria, whooping cough, scarlet fever, and pneumonia. Nowadays, the number of deaths from all of these causes combined is actually less than the number of children killed by accidents.

And medical progress continues. Today, the dollar you spend for prompt and proper medical care buys more than ever before—and may well represent one of the really extraordinary bargains of your life.

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*hide deafness
as never before*

- ★ A tiny, powerful all transistor hearing aid is completely hidden inside one temple of your glasses.
- ★ You look as if you're merely wearing smart, streamlined eyeglasses.
- ★ No cord . . . no button shows. Receiver is concealed inside temple.
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- ★ No device pressing behind ear.
- ★ No special attachments—just a tiny, almost invisible tube to the ear.
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BELTONE Hearing Glasses give you all these advantages

Now men as well as women can hide deafness and hear clearly again as never before with this new miracle invention. You'll look so natural, feel so natural. You'll no longer feel self-conscious about your hearing loss.

A tiny yet powerful all transistor hearing aid and receiver are completely hidden inside just one temple of

smartly-styled Beltone Hearing Glasses. No receiver button. Sounds are carried from the glasses to your ear by a tiny, almost invisible tube. You hear at ear level, as nature intended.

Beltone Hearing Glasses have extra power for greater clarity so that they can correct even severe hearing losses. They are available in just as wide a range of super-sensitive corrections as other Beltone Hearing Aids, so that a trained Beltone Hearing Aid Consultant can fit your specific loss individually.

Higher Fidelity Hearing

You hear again far more clearly and naturally . . . understand far more easily because Beltone Hearing Glasses completely eliminate clothing noises, scratching and muffling that blur sounds.

You can also hear clearly with *both ears* by having your glasses fitted with a complete, independent aid in each temple. This binaural fitting gives you directional hearing and much easier understanding.

Write for new FREE book—just out

For complete information about Beltone Hearing Glasses, write for fact-filled book, "How New Inventions Help the Deaf Become Part of the Everyday World Again." This fully illustrated new book is yours for the asking—free of cost or obligation. Write: Dept. 4-209, Beltone Hearing Aid Company, 2900 W. 36th Street, Chicago 32. In Canada, Write Dept. 4-209, Beltone Service Depot, 6607 —18th Ave., Rosemount, Montreal, Quebec.



Question:
which twin
is wearing
BELTONE
HEARING
GLASSES
?



Answer: The twin on the left is wearing Beltone Hearing Glasses; the other twin wears conventional glasses. Could you tell the difference?

Beltone

creators of world's finest hearing aids
and precision audiometers for hearing tests

IF HEARING IS YOUR PROBLEM, BELTONE IS YOUR ANSWER

**LIFE**

Vol. 48, No. 18 March 5, 1956

EYES SHIELDED FROM GLARE BY GOGGLES, OLEG BORISOV, A MOSCOW UNIVERSITY GEOLOGY STUDENT, BURNS MINERAL IN SPECTROGRAPH FOR ANALYSIS

EXCLUSIVE REPORT ON A GROWING ARMY OF SOVIET SCIENTISTS

THE GOLDEN YOUTH OF COMMUNISM

The masked young man above, a science student at the University of Moscow, is one of the golden youth of Russia, an elite generation enormously dangerous to the West but so far little noticed by it. Upon this golden youth the Soviet Union is showering unprecedented privileges and promises. And upon it the Russians base their main hope for triumph in their technological race against the West. At the recent Communist Party Congress in Moscow, Premier Bulganin boasted that Russia already has an army of 5.5 million specialists, adding that it would have another four million by 1960. They will then far outnumber those of the U.S., which already suffers from its shortage of scientists (pp. 36, 37).

Russia has achieved its amazing buildup by reorganizing its entire school system so that it concentrates on turning out scientists and engineers, then by sealing off most avenues of civilian advancement which do not pass through the educational machine. For the past decade young Russians by the increasing thousands have been flocking into engineering schools and universities where they are pampered in daily life and goaded in class and laboratory to the limits of their intellectual powers. Half a million of them are now enrolled in the 33 Russian universities which produce pure scientists and 180 institutes which train engineers. On these pages LIFE gives an exclusive report on Russia's new elite.

Photographed for LIFE by EDWARD CLARK



STUDENTS WALK TO CLASS AT KALININ INSTITUTE

AT TECHNICAL INSTITUTE EMBRYO ENGINEERS

At Kalinin Polytechnical Institute in Leningrad 11,000 students are converting themselves into top-grade engineers. Already they are beginning to enjoy the rare benefits of belonging to Russia's new intellectual elite. They are exempt from military service. Their education is not only free—they even get paid handsome stipends for studying.

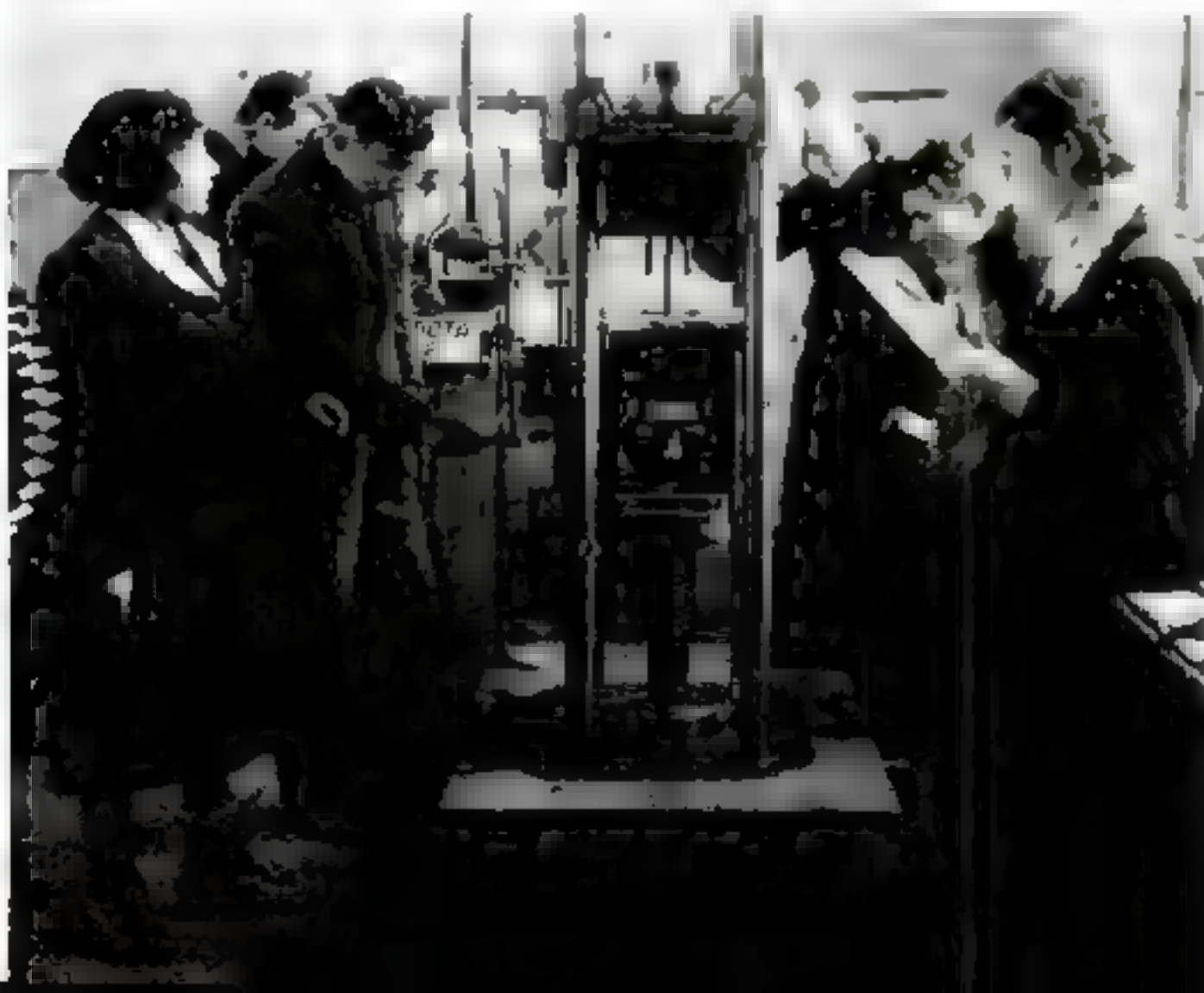
Metallurgical engineering is the toughest

subject taught at the institute. It is also the most popular, because Russia, in desperate need of trained metallurgists for its jet engine, atomic and guided missile research programs, has raised the stipends of metallurgy students higher than the rest. As a result Russia can count on graduating more than 500 metallurgists a year from Kalinin alone. (The U.S. is producing only 657 metallurgists this year.)

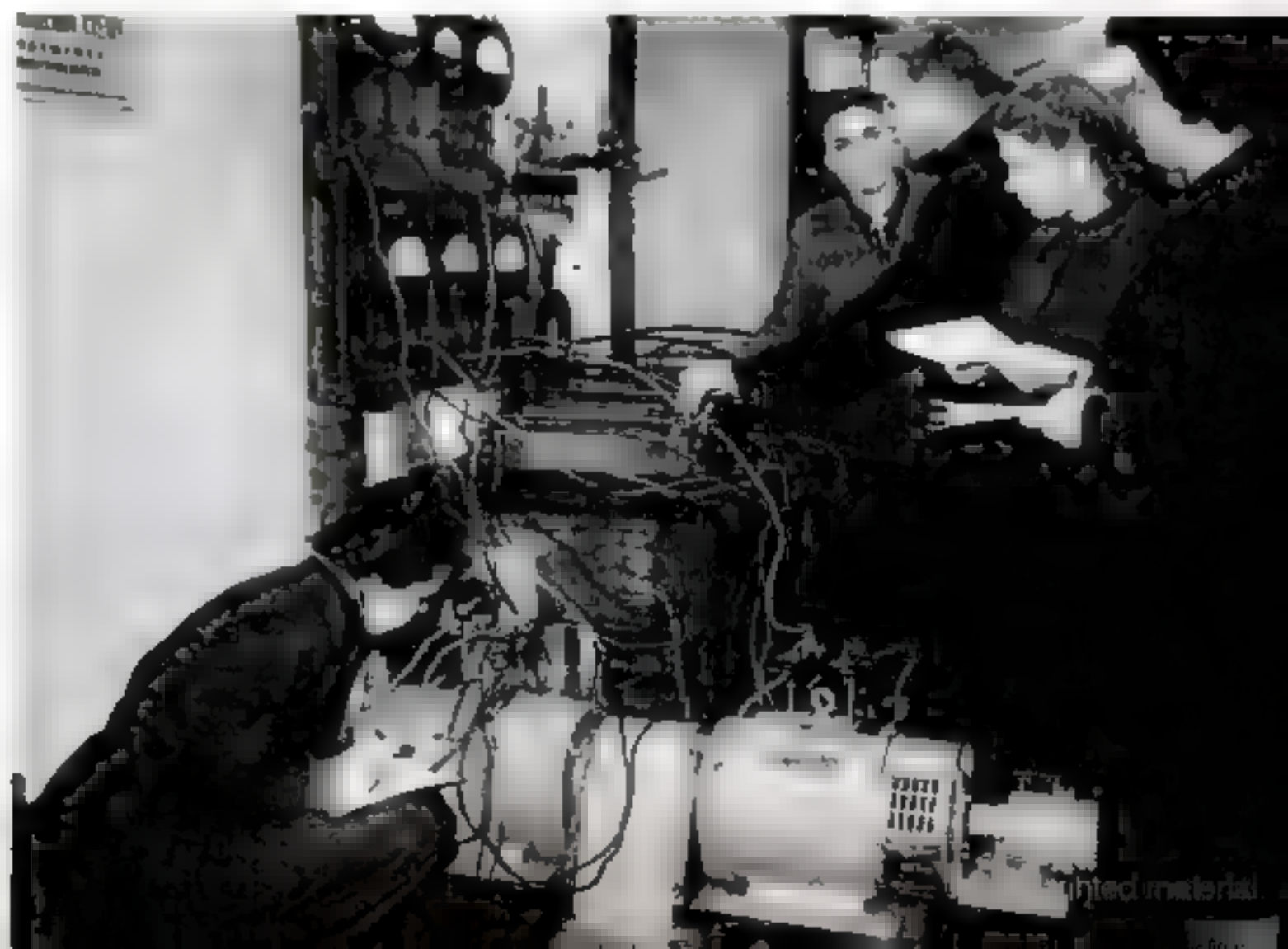


IN A DISCUSSION OF THEORY, STUDENTS LISTEN CLOSELY AS PROFESSOR EXPLAINS MATHEMATICAL LAWS WHICH GOVERN STRESS OF METALS THEY CARRY

WORK IN LAB, in this case a strength test on steel carried out under the supervision of an Armenian woman teacher (*left*), tests previously made calculations.



WOMEN STUDENTS, who form a third of the undergraduates at Kalinin Institute, gain electrical engineering experience by working on generator equipment.



WORK HARD FOR A PROMISE OF RICH REWARDS

Kalinin students work purposefully in seminars, laboratory sessions and at actual jobs in factories. But there are few chances to get away from the rigid scientific curriculum. The closest thing to liberal arts is required language courses in technical German or English.

When they graduate, the students cannot work where they please. For three additional years they must work at specific jobs assigned

to them by the government which pay up to \$6,000 a year, five times the national average, and also invest the engineers with prestige and authority. The brightest will go into research work and may eventually become presidents of institutes. Then they can earn up to \$10,000 a year, have houses in town and country, chauffeured limousines, special stores to shop in, and spend paid vacations at exclusive resorts.



STUDENTS STUDY STRESS TEST THROUGH SCOPES



BOOKS IN SUITCASES INSTEAD OF IN BRIEFCASES

FINE EQUIPMENT like this sensitive chemical balance is as good as any now in use in U.S. colleges.



CROWDED LIBRARY, where institute students spend much of their time outside of class, has 1.5

million books and subscribes to 300 foreign, scientific and technical journals. Many are from the U.S.

Communism's Golden Youth CONTINUED

OLEG BORISOV SEIZES A LIFE OF PRIVILEGE

Twenty-nine-year-old Oleg Borisov is a merchant's son. But he has seized a secure position in Russia's new aristocracy by becoming a geology student at Moscow University. There he enjoys the luxury of a private room, free concerts, plays and dances—all beyond the reach of most Russians. Oleg is an atheist and a materialist but has little direct interest in Communist ideology. His main enthusiasm is his work. He hopes his first job will take him to some exciting, faraway place even though it means a long separation from his wife. Says Oleg proudly, "We have a great future."



FELLOW GEOLOGIST Lu Shueh from Peking shares suite with Oleg in the university dormitory.



OLEG'S WARDROBE — kept in narrow closet — three ties, four shirts, suit and a geology uniform.



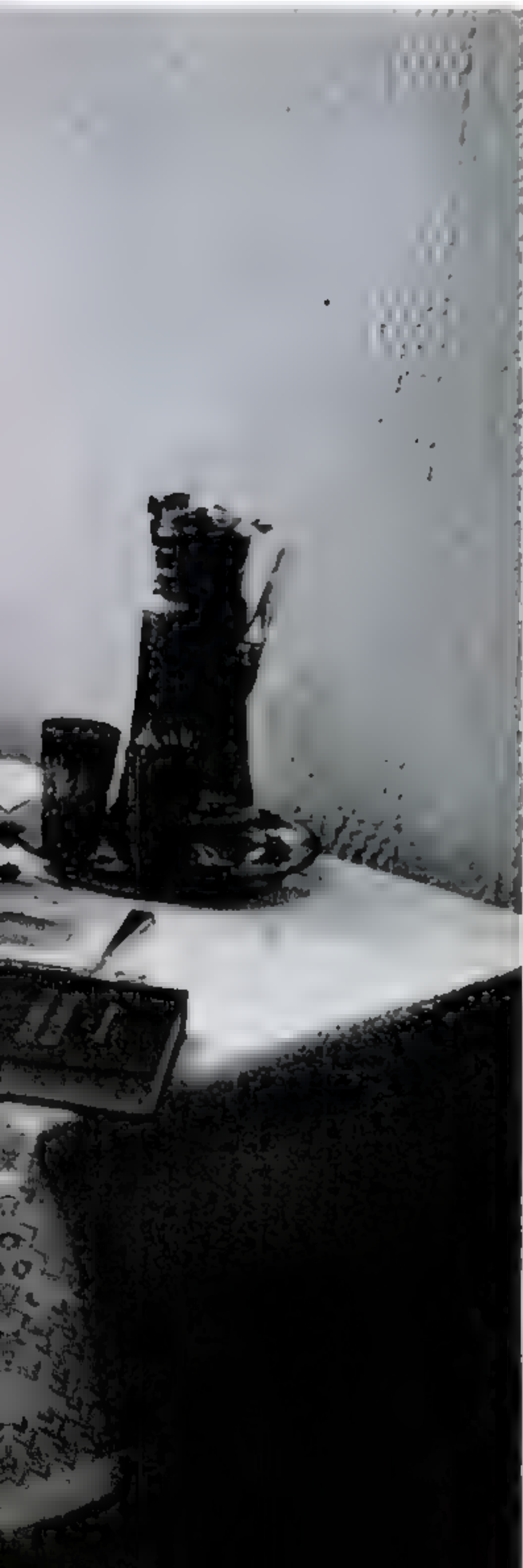


WITH WIFE Valya Oleg peels potatoes for lunch in dormitory kitchen. Valya, 21, is also a geologist.



TEA AND CAKE in dining hall gives Oleg chance to see Valya, who is dressed in geology student uniform. They could live together, or instead close to live apart to avoid distraction from their studies.

uniform. They could live together, or instead close to live apart to avoid distraction from their studies.



← **IN HIS PRIVATE ROOM** Oleg turns briefly away from studies. Microscope was lent by university.



IMPROMPTU DANCE is held in ornate university corridor. Statue is of Russian botanist Michurin.



MOSCOW UNIVERSITY IS SOVIET SHOWPIECE. TOWER IS 33 STORIES HIGH, CAMPUS COVERS 413 ACRES

'... ENOUGH TO SHATTER ANY COMPLACENCY'

"We are 50 or a hundred years behind the advanced countries," warned Stalin in 1931, speaking of Soviet technical progress. "We must make good this distance. . . . Either we do or they crush us. Look into everything. Let nothing escape you. Learn, and learn again." Stalin's admonition has filled Russian lecture halls with seas of solemn, attentive faces attracted from every corner of the Communist empire (right). And it has resulted directly in the disturbing fact that Russia is producing nearly twice as many scientists and engineers as the U.S.

Despite early skepticism U.S. scientists now know that Soviet scientists are good—very good. At last year's Geneva atom conference AEC Chairman Lewis Strauss met Russia's top atomic physicists. "What we learned," he said, "was enough to shatter any complacency we may have enjoyed in regard to our own imagination and ability."

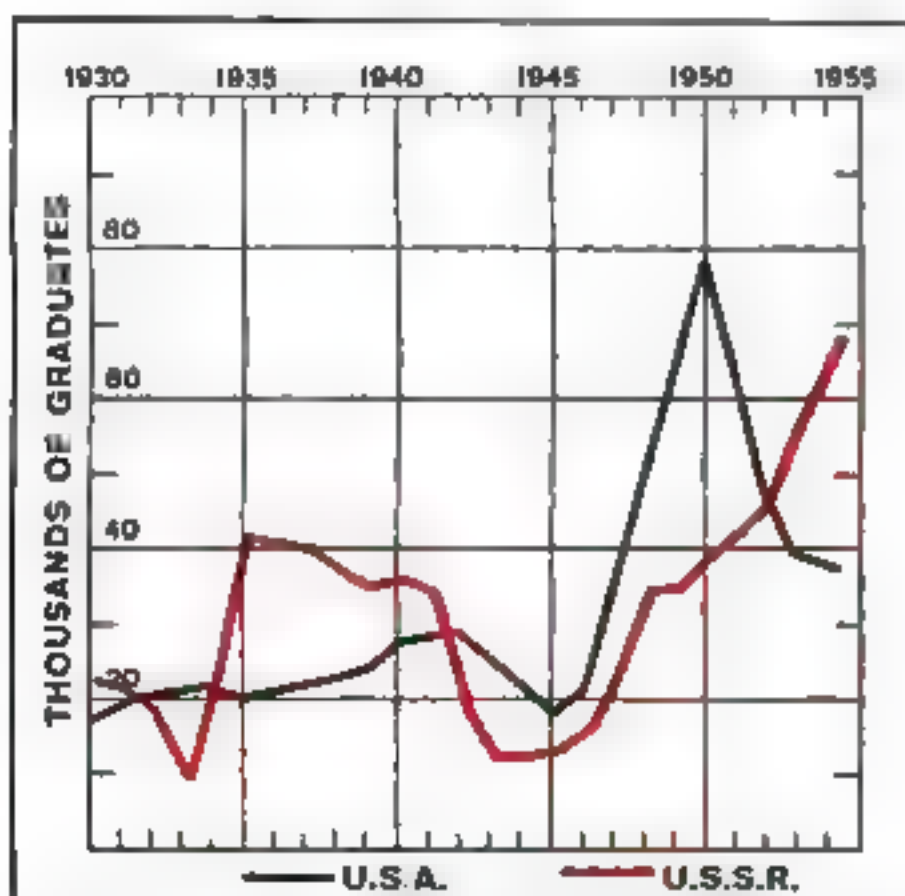
At Geneva the Russians put only their best men on display. But their second stringers are probably nearly as good because the Russians

make sure that not a scrap of their scientific talent is wasted. At high school levels all Russian youngsters spend almost half their time on science and mathematics, whereas in U.S. high schools half get no science at all. In Russia mediocre students are shunted aside. Gifted children are taught by cadres of scientists. Only the best can get into institutes or universities. Many of the rest go to the 3,796 technicums, specialized trade schools, which turn out 70,000 technicians a year who perform routine scientific tasks.

The fields into which Russian science students are crowding—physics, electronics, metallurgy, aeronautics—make plain the military purpose of the program. But even in "peaceful coexistence" Russia can use its vast reservoir of technical talent to exploit its own natural resources and export it to underdeveloped countries.

Russian methods have proved so successful that despite wartime setbacks (see chart) their total supply of working scientists and engineers surpasses that of the U.S. Their efforts have already paid off in some all-important fields. They rival the U.S. in atomic energy and may be ahead in some phases of guided missile research (LIFE, Feb. 27). The U.S. needed thousands more engineers last year than it got and as a result is suffering delay in fulfillment of defense contracts and serious cutbacks in research programs.

There are signs that the U.S. has finally begun to listen to the insistent warnings of scientists, military leaders and government officials. One proposal, made by RCA board chairman David Sarnoff, is to assign practicing engineers as part-time science teachers at industry's expense. But the U.S. has barely begun to think about the problem which was most concisely expressed by Rear Admiral Hyman Rickover, developer of the Navy's atomic submarine, who said, "While our mass production system will permit us for the time being to build more things faster than Russia, their engineers may soon, by their very numbers, invent better machines. In rate of progress they are in fact already ahead of us."



MANPOWER RACE, shown in chart, reveals how U.S. production of physical scientists and engineers has sagged since postwar peak. Russia's has steadily increased by an average of 6,000 a year since 1945.





A LOOK AT THE WORLD'S WEEK



A LITTLE CHAMBER MUSIC FOR A CHURCHMAN

Approaching his 80th birthday and 18th year in office, Pope Pius XII found a moment for one of his old loves—music. An amateur musician himself, who used to play the violin for

close friends when he was a cardinal, the Pope settled down in the Throne Room of St. Peter's in Rome and heard the Societa' Arcangelo Corelli play Corelli's *Concerto Grosso in D Major*.



SHORTS SHOW AT IWO

On Iwo Jima, where 41,000 Marines and sailors were engaged in maneuvers, Vice Admiral Stuart H. Ingersoll found his landing craft could not quite reach land. More concerned with keeping his trousers dry than his dignity intact, the admiral (*tooter*) stripped and waded.

BIG SHOW FOR SEATO

The eight SEATO nations held their first joint maneuvers in Thailand. After an awkward start the maneuvers went well and the West's powerful display of giant Globemaster planes and helicopters at Bangkok's Don Muang airfield impressed more than a quarter-million Thais.





BACK HOME FOR A BIG DECISION

President Eisenhower landed in Washington after a Georgia vacation. For 10 days he had hunted, played golf—and searched his soul for an answer to the question of whether, after his heart attack, he should seek a second term. Back home, he looked as if he was ready to give his answer.



TWO MOUTHFULS OF POLITICAL PASTRY

Two men close to the President, his assistant, Sherman Adams (*left*), and National Chairman Leonard Hall, kept denying that they had said they knew Eisenhower would run. But they looked confidently happy as they both lit into a \$200 cake baked in honor of the Republican National Committee's 100th birthday. Prominently emblazoned on the cake were the words "Peace Progress Prosperity," already a G.O.P. campaign slogan.



VOTING ON BOYCOTT and its continuance, Montgomery's Negro leaders endorse new plan of protest

—a day of prayer and pilgrimage. Secret meeting was held just after grand jury returned indictments

A BOLD BOYCOTT GOES ON

Montgomery Negroes keep up bus protest as leaders are arrested

Singing "abominable" and singing "O Lord, Christlike Soldiers," 2,000 Negroes in a Montgomery, Ala., church proclaimed their willingness to carry on the first bold organized resistance to the present ways of southern segregation. For 12 weeks, ever since a Negro woman was arrested for refusing to give up her seat to a white passenger, they had staged an almost wholly effective boycott of the city bus line. In retaliation Montgomery officialdom had seized on a legal farassment as a way of fighting back.

A grand jury, invoking a little known state law on conspiracy, had indicted some 97 leaders of the boycott. Ninety were arrested, including 24 ministers.

Far from intimidating them, the indictments stirred the Negroes to even greater unity. At the mass meeting they roared approval as one of their leaders said, "The right to protest is the glory of democracy." The next day, while buses rattled empty through the city, they staged another show of solidarity (*next page*).



ECSTATICALLY SHOWING ITS APPROVAL, THE AUDIENCE



NEAR EMPTY BUS rides through Montgomery. Negroes had made up 70% of passengers. Hard-hit company has raised fare from 10¢ to 15¢.



NEGRO DEMAND, shown by Lawyer Fred Gray, is for Negroes to sit in front seats if theirs are full.



BOYCOTT'S BEGINNING came with the arrest of Rosa Parks on bus.



AT THE MASS MEETING CHEERS THE PLAN FOR NEGROES TO SHOW THEIR SOLIDARITY BY WALKING, NOT RIDING, EVERY PLACE THEY GO THE FOLLOWING DAY



last December. Here she is fingerprinted last week after second arrest.



BOYCOTT DIRECTOR, Rev. Martin King, head of association which guides it, is mugged after arrest.



TALKING TOLERANCE, a boycott leader, Rev. L. R. Bennett (center) joins Father Michael Caswell, Rabbi Seymour Atlas on radio panel.



"DAY OF PILGRIMAGE" begins as Montgomery Negroes walk to work in the rain. Some walked

three to five miles. Pilgrims kept in small groups rather than crowd which might have drawn violence.



SKILLFUL PILGRIM, walking on the day of the protest, carries load of turnip greens on her head.

NEW SHOW OF UNITY IN HISTORIC SETTING

In a city where race relations had been notably amiable, most whites accepted the situation calmly and at a mass meeting one Negro boycott leader stressed: "We must keep it Christian and nonviolent."

As the arrested Negroes met for arraignment, hundreds of others forsook cars and walked to work to make their passive protest over the indictments. The legal action has made the job of settling the bus dispute more difficult, and as the boycott continues, tension mounts. Facing this fact, Governor James Folsom took a step unique in scope for the South: he set up a biracial state commission to study ways to check a rise in racial hostility. For one celebrated Southerner's personal views on how to check this rise, turn to pages 51, 52.



WORRIED GOVERNOR Jim Folsom tells 75 Alabama editors gathered in legislature of plan to form

interracial commission to help bring "peace between races." Northern Negro reporters sat with whites.



BEFORE THE STATE CAPITOL, where Alabama voted 95 years ago to secede and Jefferson Davis was



inaugurated president of Confederacy, 83 indicted
boycott leaders gather. They had just been arraigned

and pleaded not guilty to conspiracy charges. In
foreground are chief spokesmen for the group. They

are scheduled for trial March 19, could get maxi-
mum sentence of \$1,000 fine, six months in jail.

THE NEW COMMUNIST LINE

IT IS MORE RATIONAL ONE FOR SOVIET RUSSIA—AND MORE DANGEROUS FOR THE WEST

In his appearance before the Senate Foreign Relations Committee last week, Secretary Dulles tried to stem the mood of growing apprehension in Congress about the state of U.S. foreign policy. He said that the free world is stronger than a year ago and that the Soviets have been forced to revise their whole strategy because it has failed. However true such statements may be, they cannot dispel the apprehension, which is not confined to Democrats. However bankrupt the old Soviet strategy may be, the international situation remains grim and the new Soviet strategy makes it grimmer.

To know how grim, one can learn less from the Senate hearings than from the recent 20th Congress of the Soviet Communist party in Moscow. There the new Communist line, developing ever since Stalin's last days, was made official. It is potentially a far more effective line for Communism, and more dangerous to the U.S., than any since the Popular Front of the 1930s. Communists still (as in the Manifesto) "disdain to conceal their views and aims" of world revolution. But they have at least three new tactics for disarming the suspicion and hostility of their foes. These tactics may even succeed in making Communism respectable, in ways its Stalinist variant could never be.

Stalin indeed is the scapegoat of the new line. Its new heroes are not even Russians, but symbols of peace and national independence like Nehru and Tito. But the Russians have begun to earn dividends from these "swift, great changes," as Nehru called the new line last week. For, Nehru added, "these changes are taking the Soviet Union more and more toward some kind of normalcy, which is to be welcomed in every way." Tito has also voiced his approval; he calls Russian Communists his "comrades" for the first time in 10 years.

What are these changes? The first, and least important, is the substitution of "collective leadership" for one-man rule of the Soviet state. Communism has tried this before; Lenin was succeeded by a triumvirate for a few years. So keen a scholar of Communism as Bertram Wolfe (see his new *Six Keys to the Soviet System*) believes that Communist dynamics require and will always produce a single *Vozhd*—and that Khrushchev already enjoys that eminence. But at least Khrushchev is ducking the cultist trappings of absolute power, thus assisting the impression that Soviet centralism is now more "democratic" than in Stalin's day.

The second major change is to make Communism seem less violently revolutionary. "It is ridiculous to think that revolutions are made to order," said Khrushchev to the party congress, and he all but foreswore "interference in the internal affairs" of capitalist countries. More important, he gave Communists permission to take their membership in capitalist parliaments seriously, and to work toward the revolution by persuasion and balloting instead of by the only method previously prescribed in the Communist rule book, namely "blowing up the whole machinery." Mere verbal ruse or not, this new line will certainly increase the prestige of the Communists in those parliaments—notably France's, Italy's, Finland's—where they are already a strong minority.

More important still, Khrushchev is here wooing the whole non-Communist left, the Socialists and other nonviolent radicals, toward cooperation with Communists against the common capitalist foe. The issue of violence need no longer divide them because, says Khrushchev, "the ideas of socialism are really conquering the minds of all toiling mankind." This is a more seductive version of the united front against

fascism which fooled so many liberals in the '30s; it is now aimed at the much shrewder but equally vulnerable Socialists, who have been among Communism's staunchest foes.

The third change is in Russian foreign policy. Picasso's dove has a whole new set of feathers. They sprouted with the announced cutback of the Red army and reached a full wingspread with Bulganin's recent offer of a treaty of peace and friendship with the U.S. This offer (in effect a deal to divide the world) has already been turned down by Eisenhower, but Khrushchev reverted to it: "We want to be friends with the U.S. . . . without holding a stone behind our back." Khrushchev welcomes all neutralist countries as full-fledged members of his peace bloc. As a result he can claim that the "zone of peace . . . extends over a vast area of the globe, inhabited by nearly 1.5 billion people, or the majority of the population of our planet."

This is surely the grandest claim a Communist has ever made. By redefinition, the opponents of Communism are turned into an isolated minority, dependents or dupes of a war-bent U.S. Such is the trend and pattern of world history as Khrushchev paints it. Can he make this picture stick?

Khrushchev's "normalcy" has cost the Soviets nothing in terms of their new colonial empire or their old techniques of power. It offers none of the "deeds" which Eisenhower has demanded as the price of Western confidence. But if it is just words, they are nevertheless words of devastating import, chosen (as Communists usually choose their words) with great care. For the first time since Lenin's death, the Communists are putting an almost rational face on their behavior. They are acting, not like Stalinist ogres, but as men in charge of great power and great destinies might be expected to act. To continue overtaking the capitalist world in industrial and atomic strength they clearly need an interval of peace, and they are buying it for its going rate in Western markets, i.e., nothing. The only wonder is why they have not done this before.

The Administration has yet to figure out a response to this new Communist line. We cannot take it at face value, of course, but we cannot call it fraudulent either, for it jibes with the rational interests of Communism and its intention to win the world. Perhaps there is no programmatic answer to it, except to engage in the peaceful competition it offers us—competition in economic aid, in parliamentary politicking, even in Olympic sports. But it would be a grisly mistake to suppose that the struggle for the world has been permanently attenuated to this liberal, fun-loving, dollar-ruble plane.

Secretary Dulles says the Soviets have had to "throw out their bible of 30 years." That is surely a mistaken metaphor. When Marxism undergoes a new interpretation, as just now by Khrushchev, the remarkable thing is not the cynicism or frivolity but the thoroughness and piety with which it is done. If religion were measured by the seriousness of its believers, Marxism would be one of the great world religions. It is now trying to appear less tyrannical, less violent and less irrational than it really is. But its real strength remains exactly what it was before: the undivided purpose of the believing Communist, to whom the important thing is "not just to interpret the world, but to change it."

This purpose pervades all the Soviets do, from the training of engineers (see pages 31-37) to the set of their foreign policy. Americans, by and large, do not seem to want to change the world, but to enjoy it. That equilibrium is not stable, and is not in our favor.



Mm! Mm! Good!



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**Norman
Rockwell**

says

"Pan American was my



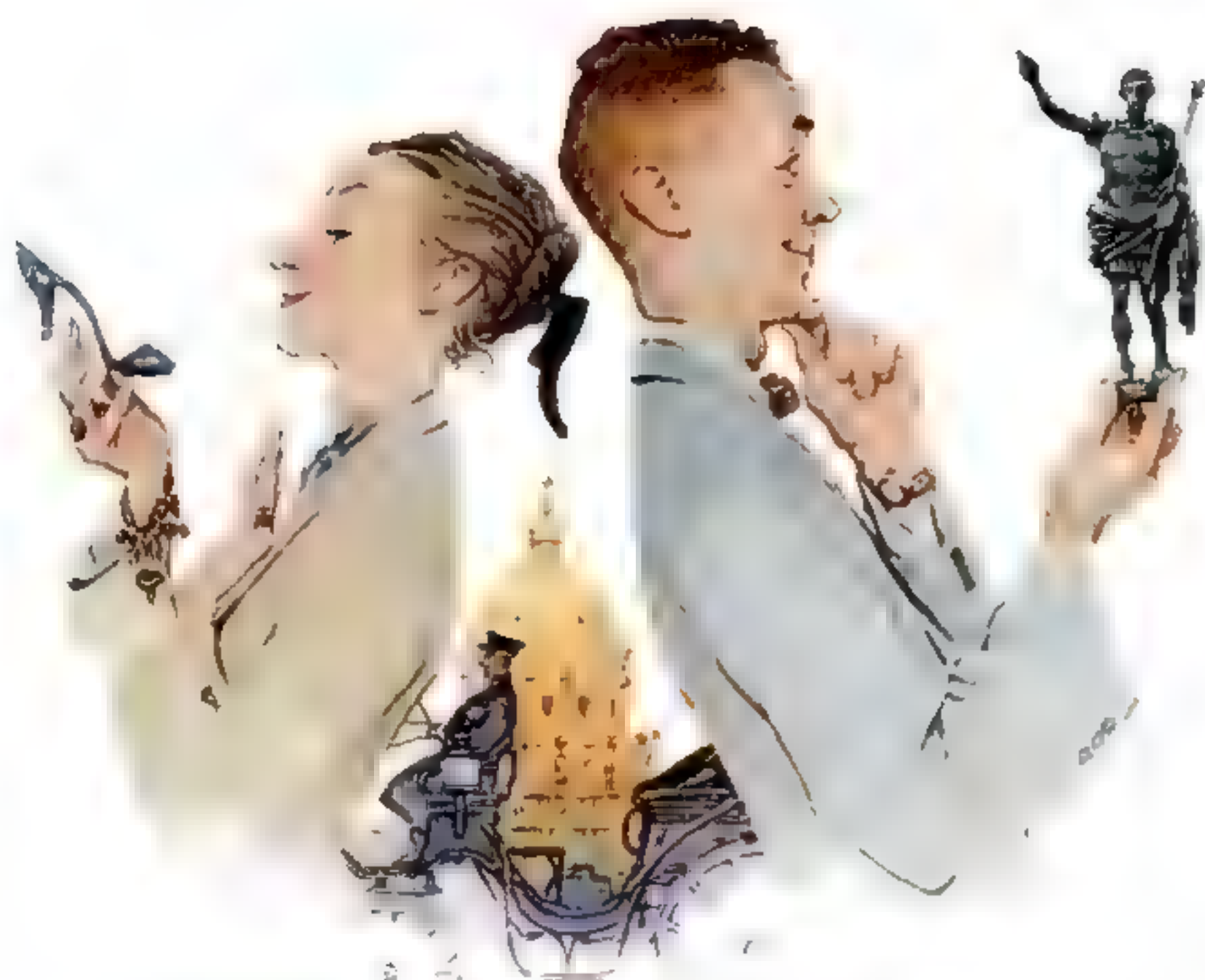
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This Turkish coffee seller
is getting a close look at
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That's the
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Hawaii is a real fun and
sun land. Here I am sketching at
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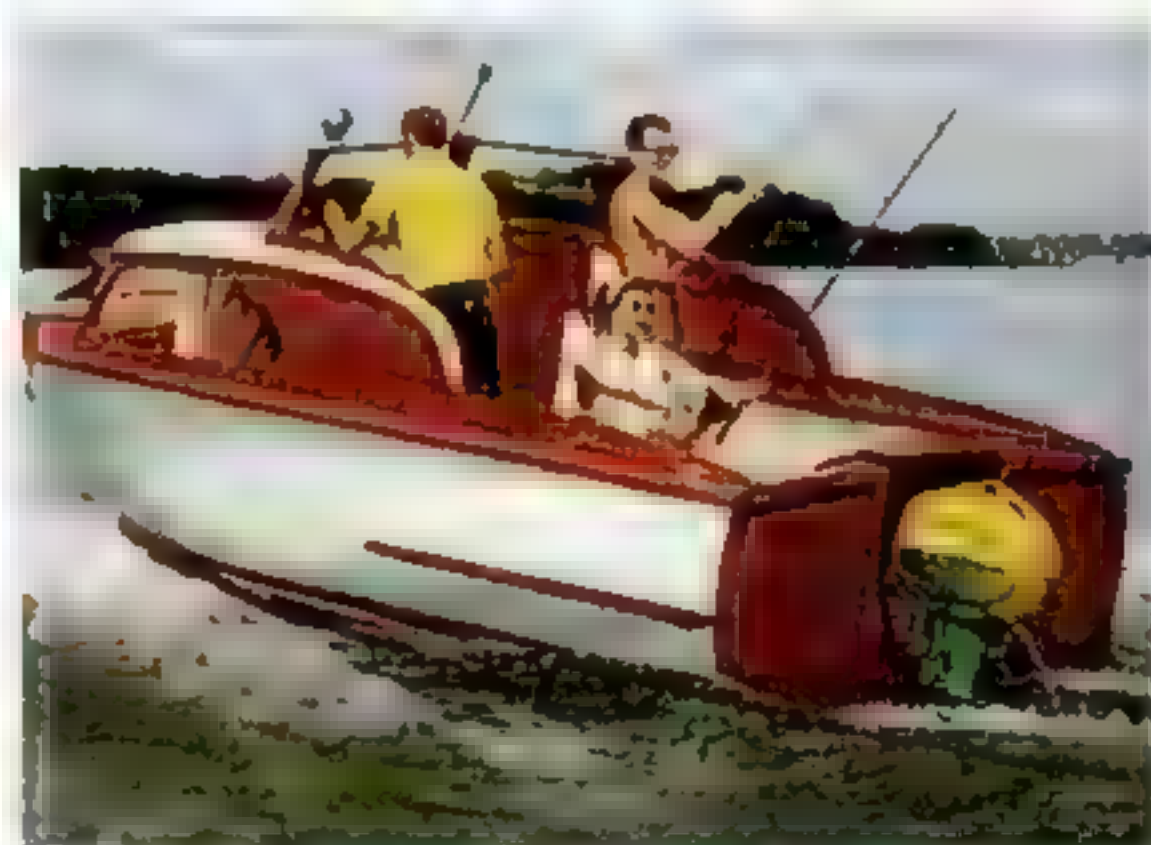
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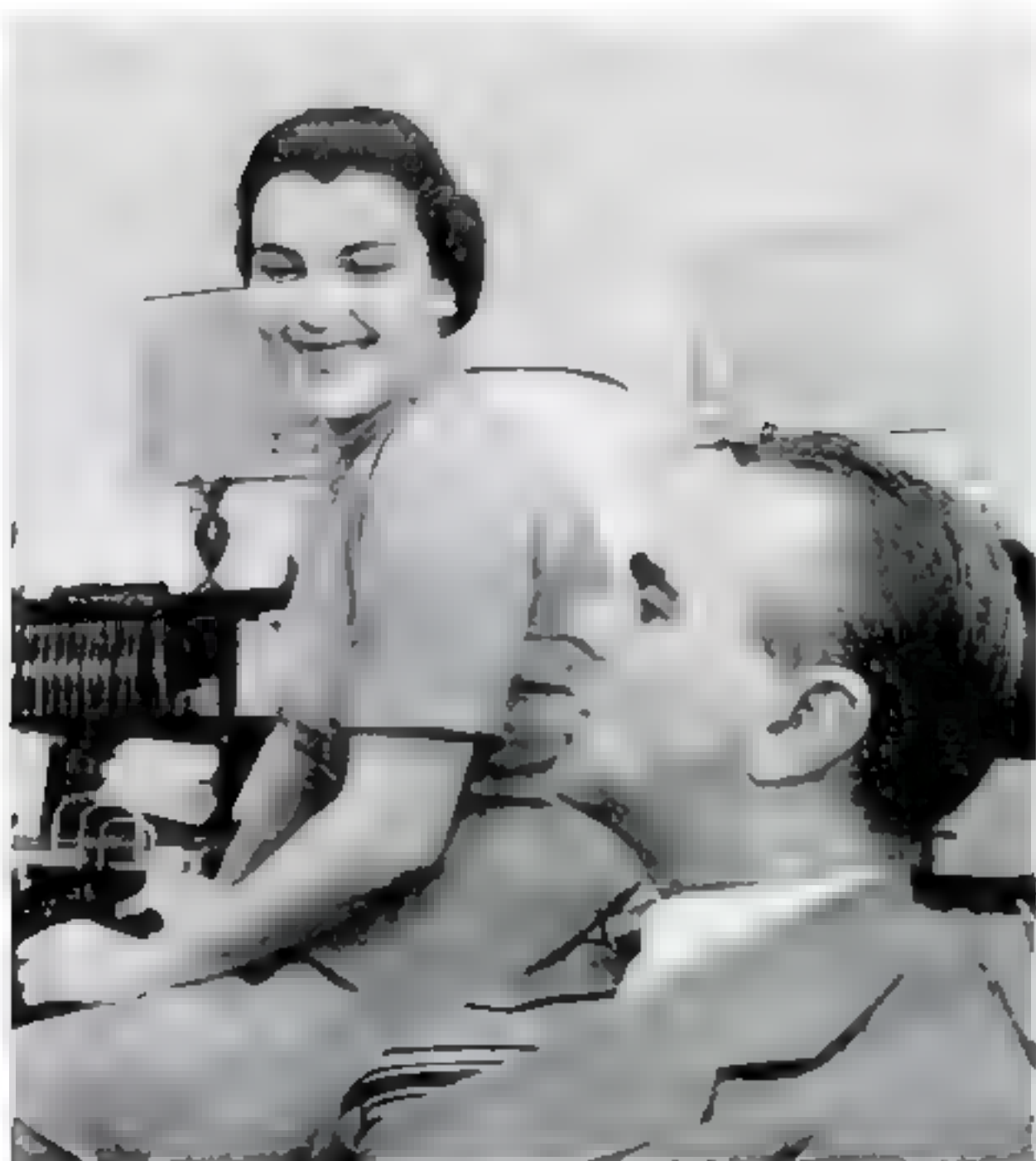
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hp with manual starting is \$469.50; with electric starting,
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Scott-Atwater... the super-quiet outboard that bails your boat!



ELECTION WINNER, Premier Karamanlis, and wife Amalia rejoice at the returns in their apartment in Athens. He is only 49, she is 28.

CLOSE WIN FOR WEST

Greek voters stave off Communist comeback

In a crucial national election Greece last week survived a Communist scare. In the campaign Greek Communists, who once seemed utterly licked and are still outlawed as a party, wormed their way into a popular front led by opportunistic ex-Premier George Papandreou. They capitalized on the current grievance of most Greeks against the West: continued British colonial rule of Cyprus, whose population is 80% Greek. But pro-Western Premier Constantine Karamanlis, a schoolteacher's son only 4½ months in office, took his uphill campaign to the rural areas. The complex election laws gave Karamanlis 161 of the 300 parliamentary seats—and assured Greece a workable anti-Communist government. But Papandreou's popular front actually got more votes and swept 40 Red-liners into parliament—an ominous protest that the West, Cyprus still unsolved, could not ignore.



ON VOTING DAY women wait to ballot near the Parthenon. They voted for first time in a national election, but separately from men.



ANTI-WEST RALLY meets under Red banners for a speech by Papandreou in Athens' Klatthmonos Square. Reds cried "Americans must go," "Get out of NATO."

PRO-WEST WINDUP brings watchers to lit-up windows on Klatthmonos Square (below) to hear Karamanlis make final appeal for votes against the Communists.



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Wondrous NYTOL works on a true basic principle... helps *relax* nervous tension. Many people who found it impossible to get their regular good night's sleep, because of worry or overwork, discovered that NYTOL helps them get the best night's sleep they've had in ages!

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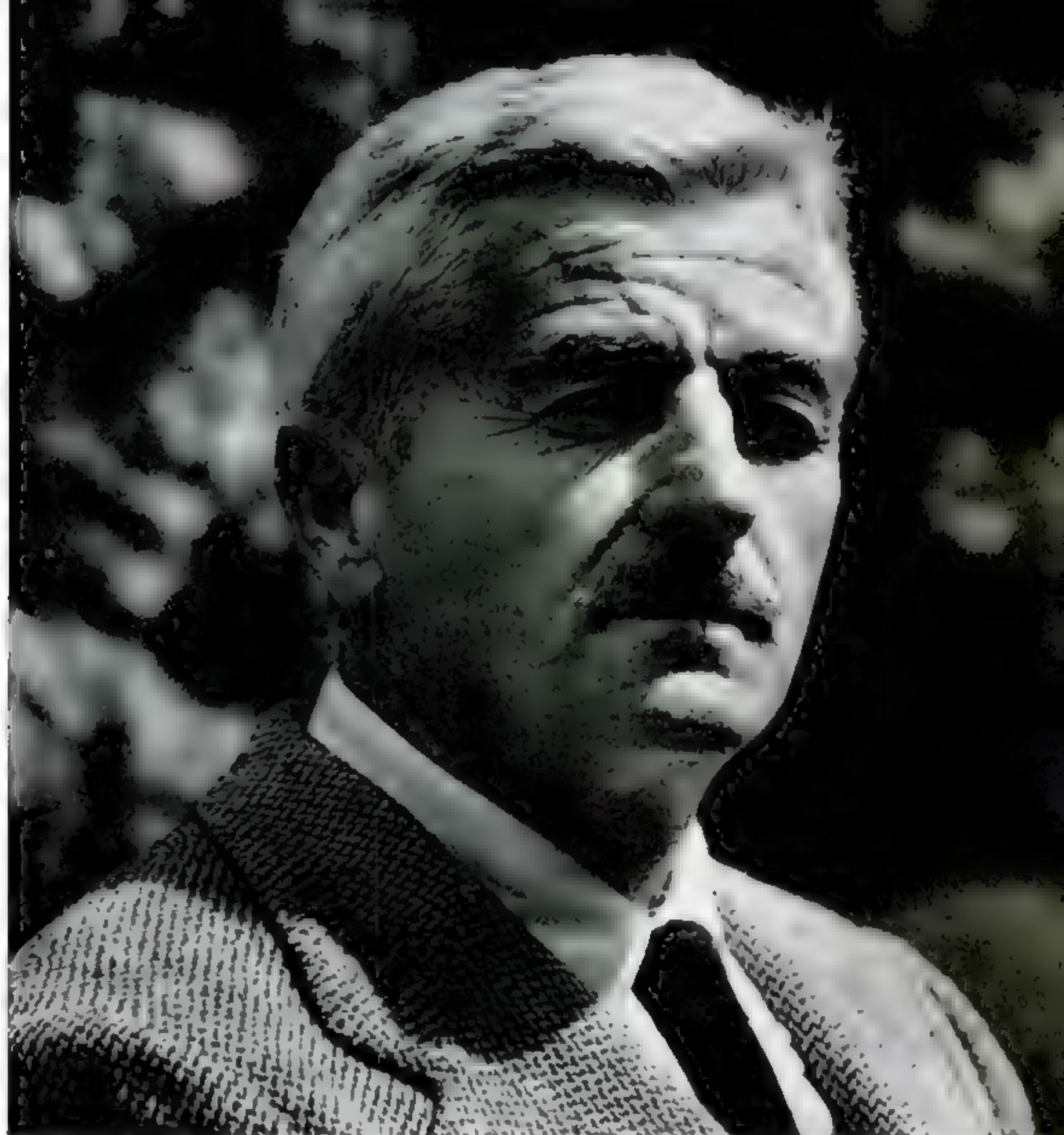


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A Letter to the North



WILLIAM FAULKNER IS NOW 58. SINCE CHILDHOOD HE HAS MADE HIS HOME IN MISSISSIPPI TOWN OF OXFORD

WILLIAM FAULKNER, THE SOUTH'S FOREMOST WRITER, WARNS ON INTEGRATION—'STOP NOW FOR A MOMENT'

Throughout the world William Faulkner's novels and stories, for which he won the 1949 Nobel Prize, have made him the most famous portraitist of the American South, past and present. He has put himself on record as opposed to forcible continuation of the Negroes' traditional place of inferiority in the South. But in recent weeks, disturbed by the violence arising out of Southern resistance to integration of schools, he has written this personal, subjective document, a warning letter to the North:

MY family has lived for generations in one same small section of north Mississippi. My great-grandfather held slaves and went to Virginia in command of a Mississippi infantry regiment in 1861. I state this simply as credentials for the sincerity and factualness of what I will try to say.

From the beginning of this present phase of the race problem in the South, I have been on record as opposing the forces in my native country which would keep the condition out of which this present evil and trouble has grown. Now I must go on record as opposing the forces outside the South which would use legal or police compulsion to eradicate that evil overnight. I was against compulsory segregation. I am just as strongly against compulsory integration. Firstly of course from principle. Secondly because I don't believe compulsion will work.

There are more Southerners than I who believe as I do and have taken the same stand I have taken, at the same price of contumely and insult and threat from other Southerners which we foresaw and were willing to accept because we believed we were helping our native

land which we love, to accept a new condition which it must accept whether it wants to or not. That is, by still being Southerners, yet not being a part of the general majority Southern point of view; by being present yet detached, committed and attainted neither by Citizens' Council nor NAACP; by being in the middle, being in a position to say to any incipient irrevocability: "Wait, wait now, stop and consider first."

But where will we go, if that middle becomes untenable? If we have to vacate it in order to keep from being trampled? Apart from the legal aspect, apart even from the simple incontrovertible immorality of discrimination by race, there was another simply human quantity which drew us to the Negro's side: the simple human instinct to champion the underdog.

But if we, the (comparative) handful of Southerners I have tried to postulate, are compelled by the simple threat of being trampled if we don't get out of the way, to vacate that middle where we could have worked to help the Negro improve his condition—compelled to move for the reason that no middle any longer exists—we will have to make a new choice. And this time the underdog will not be the Negro, since he, the Negro, will now be a segment of the topdog, and so the underdog will be that white embattled minority who are our blood and kin. These non-Southern forces will now say, "Go then. We don't want you because we won't need you again." My reply to that is, "Are you sure you won't?"

So I would say to the NAACP and all the organizations who would

compel immediate and unconditional integration: "Go slow now. Stop now for a time, a moment. You have the power now; you can afford to withhold for a moment the use of it as a force. You have done a good job, you have jolted your opponent off-balance and he is now vulnerable. But stop there for a moment; don't give him the advantage of a chance to cloud the issue by that purely automatic sentimental appeal to that same universal human instinct for automatic sympathy for the underdog simply because he is under."

And I would say this too. The rest of the United States knows next to nothing about the South. The present idea and picture which they hold of a people decadent and even obsolete through inbreeding and illiteracy—the inbreeding a result of the illiteracy and the isolation—as to be a kind of species of juvenile delinquents with a folklore of blood and violence, yet who, like juvenile delinquents, can be controlled by firmness once they are brought to believe that the police mean business, is as baseless and illusory as that one a generation ago of (oh yes, we subscribed to it too) columned porticoes and magnolias. The rest of the United States assumes that this condition in the South is so simple and so uncomplex that it can be changed tomorrow by the simple will of the national majority backed by legal edict. In fact, the North does not even recognize what it has seen in its own newspapers.

I have at hand an editorial from the *New York Times* of February 10th on the rioting at the University of Alabama because of the admission of Miss Lucy, a Negro. The editorial said: "This is the first time that force and violence have become part of the question." That is not correct. To all Southerners, no matter which side of the question of racial equality they supported, the first implication, and—to the Southerner—even promise, of force and violence was the Supreme Court decision itself. After that, by any standards at all and following as inevitably as night and day, was the case of the three white teen-agers, members of a field trip group from a Mississippi high school (and, as teen-agers do, probably wearing the bright parti-colored blazers or jackets blazoned across the back with the name of the school) who were stabbed in passing on a Washington street by Negroes they had never seen before and who apparently had never seen them before either; and that of the Till boy and the two Mississippi juries which freed the defendants from both charges; and of the Mississippi garage attendant killed by a white man because, according to the white man, the Negro filled the tank of the white man's car full of gasoline when all the white man wanted was two dollars' worth.

'What that war really proved'

THIS problem is far beyond a mere legal one. It is even far beyond the moral one it is and still was a hundred years ago in 1860, when many Southerners, including Robert Lee, recognized it as a moral one at the very instant when they in turn elected to champion the underdog because that underdog was blood and kin and home. The Northerner is not even aware yet of what that war really proved. He assumes that it merely proved to the Southerner that he was wrong. It didn't do that because the Southerner already knew he was wrong and accepted that gambit even when he knew it was the fatal one. What that war should have done, but failed to do, was to prove to the North that the South will go to any length, even that fatal and already doomed one, before it will accept alteration of its racial condition by mere force of law or economic threat.

Since I went on record as being opposed to compulsory racial inequality, I have received many letters. A few of them approved. But most of them were in opposition. And a few of these were from Southern Negroes, the only difference being that they were polite and courteous instead of being threats and insults, saying in effect: "Please, Mr. Faulkner, stop talking and be quiet. You are a good man and you think you are helping us. But you are not helping us. You are doing us harm. You are playing into the hands of the NAACP so that they are using you to make trouble for our race that we don't want. Please hush, you look after your white folks' trouble and let us take care of ours." This one in particular was a long one, from a woman who was writing for and in the name of the pastor and the entire congregation of her church. It went on to say that the Till boy got exactly what he asked for, coming down there with his Chicago ideas, and that all his mother wanted was to make money out of the role of her bereavement. Which sounds exactly like the white people in the



GREAT-GRANDFATHER, William Cuthbert Falkner (as he spelled family name), lies beneath this monument. He had slaves, fought in Confederate army.

South who justified and even defended the crime by declining to find that it was one.

We have had many violent inexcusable personal crimes of race against race in the South, but since 1919 the major examples of communal race tension have been more prevalent in the North, like the Negro family who were refused acceptance in the white residential district in Chicago, and the Korean-American who suffered for the same reason in Anaheim, Calif. Maybe it is because our solidarity is not racial, but instead is the majority white segregationist plus the Negro minority like my correspondent above, who prefer peace to equality. But suppose the line of demarcation should become one of the race; the white minority like myself compelled to join the white segregation majority no matter how much we oppose the principle of inequality; the Negro minority who want peace compelled to join the Negro majority who advocate force, no matter how much that minority wanted only peace?

So the Northerner, the liberal, does not know the South. He can't know it from his distance. He assumes that he is dealing with a simple legal theory and a simple moral idea. He is not. He is dealing with a fact: the fact of an emotional condition of such fierce unanimity as to scorn the fact that it is a minority and which will go to any length and against any odds at this moment to justify and, if necessary, defend that condition and its right to it.

So I would say to all the organizations and groups which would force integration on the South by legal process: "Stop now for a moment. You have shown the Southerner what you can do and what you will do if necessary; give him a space in which to get his breath and assimilate that knowledge; to look about and see that (1) Nobody is going to force integration on him from the outside; (2) That he himself faces an obsolescence in his own land which only he can cure; a moral condition which not only must be cured but a physical condition which has got to be cured if he, the white Southerner, is to have any peace, is not to be faced with another legal process or maneuver every year, year after year, for the rest of his life."

William Faulkner



Modess . . . *because*

Only New Design Modess gives you the luxury of a new
whisper-soft fabric covering . . . no gauze . . . no chafe.

From the Kraft kitchen 5 ways to fix



Old-fashioned kind

Break 1 lb. long macaroni into 2" pieces; cook in boiling, salted water. Drain. Make a cream sauce with 3 tbsp. Parkay Margarine, 3 tbsp. flour, 2 c. milk and 1 tsp. salt. Place half of macaroni in greased 1 1/2-qt. casserole. Cover with half of the cream sauce. Shred an 8-oz. wedge of Cracker Barrel Brand, the old-time natural cheddar cheese from Kraft. Sprinkle half of this wonderful, old-fashioned cheese on the macaroni. Add remaining macaroni and cream sauce; top with the rest of the Cracker Barrel. Bake in 350° oven 20 min. Cracker Barrel Brand is the same kind of "aged-right" cheddar that Grandmother used to get out from a log wheel. It's real eatin' cheese that tastes fabulous with pie or in a sandwich. Cracker Barrel comes in 4 flavors: Extra sharp; Sharp; Mellow; Mild. 6 servings.

Macaroni Loaf

Cook 2 c. elbow macaroni in boiling, salted water; drain. In top of double boiler, melt 1 lb. Velveeta, Kraft's pasteurized process cheese spread that's so rich in milk's vital food values.* Stir in 1 1/4 c. milk. Pour over 3 beaten eggs. Add macaroni, 1 1/2 c. soft bread crumbs, 1/4 c. each chopped pimiento and green pepper, 1 tbsp. chopped onion, 1 tsp. salt, dash of pepper. Pour into well-greased 2-qt. loaf pan. Bake in pan of hot water in 350° oven 1 1/2-2 hr. Unmold after 5 min. Around loaf pour 8-oz. can tomato sauce heated with 3-oz. can sliced mushrooms, drained. Serves 8.

*Just 2 oz. of Velveeta supply more high-quality protein, more calcium, phosphorus, as much riboflavin and more vitamin A than a big 8-oz. glass of milk.



grand Macaroni-and-Cheese

*Enjoy a different one each week
during Lent*



Gourmet's Special

Cream a ½-lb. pkg. of Philadelphia Brand Cream Cheese in top of double boiler. Genuine Philadelphia Brand is the world's finest cream cheese. Made only by Kraft, it tastes richer, fresher, better than all the rest. Blend in ¾ c. milk. Add ½ tsp. salt, ½ tsp. garlic salt, ¼ c. Kraft Shredded Parmesan Cheese and heat. Cook ½ lb. shell macaroni in boiling, salted water and drain. Combine with piping hot cheese sauce and serve topped with ¼ c. more Parmesan. 6 servings.

The World's Favorite Cheeses
are made or imported by

KRAFT



Kidney Bean Macaroni Bake

Cook 2 c. elbow macaroni in boiling, salted water. Drain. Sauté 2 tbsp. chopped onion in 2 tbsp. Parkay Margarine. Remove from heat; add 1 can undiluted condensed cream of celery soup, 1 c. milk, a 1-lb. can drained kidney beans, 1 tsp. salt, dash of pepper, ¼ tsp. celery seed and 2 golden Kraft De Luxe Slices . . . the best-tasting pasteurized process American cheese you can buy. Heat until cheese slices melt. Mix in macaroni and pour into greased 2-qt. rectangular baking dish. Top with remaining 6 Kraft De Luxe Slices. Handy Kraft De Luxe Slices always separate easily . . . are perfect for cheese sandwiches, too. Bake in 350° oven 5 to 10 min. until cheese topping melts, 6 servings.



Creamy and Speedy

Cook 2 c. elbow macaroni in boiling, salted water and drain. Mix in an 8-oz. jar of tantalizing Kraft's Cheez Whiz. This is the pasteurized process cheese spread that gives you dozens of cheese treats . . . jiffy-quick. Pour into greased 1-qt. casserole. Toss 1 c. soft bread crumbs with 1 tbsp. melted Parkay Margarine. Border casserole with crumbs. Bake in 350° oven 5 to 10 min. until crumbs are brown. 4 servings.



It's Hunt's...
It's got **Sweet-spice** flavor...
It's just what Fish Sticks need!

Fish Sticks never had it so good! Because *Sweet-spice* flavor makes Hunt's Catsup so extra delicious! Tingling, tart-sweet—it enhances, never hides, the tempting flavors of your favorite foods. Enjoy Hunt's Catsup at your house!



Deliciously yours!

SCOOP, SIXTEEN STORIES HIGH

World's biggest power shovel rolls to work in Ohio coal pits

Dwarfing cars, men and a passing train with its 16-story-high skeleton, a monster machine lumbered across the snowy Ohio countryside. It was The Mountaineer, the world's largest power shovel, built by the Marion Power Shovel Co. for the Hanna Coal Co.'s strip mines near Cadiz. It took 125 railroad cars

to carry the parts of the 2,750-ton, \$2.6 million machine, and 198 days to assemble it. Then, rolling over log platforms put in its path for support, the shovel crawled a half mile to the pits. There its bucket, with 90-ton bites, was last week tearing away the earth to expose the rich coal seam beneath.



Pretty Enough for a Party...
Priced for Every Day

NEW DELUXE DIAMOND MATCH BOOKS

with
colorful,
amusing
designs!



YOU GET MORE VALUE IN NEW DELUXE DIAMOND MATCH BOOKS—

so attractively designed by one of America's leading
humor illustrators. Make gay, amusing conversation pieces.
Each box contains 50 assorted Deluxe Match Books.
No advertising on matches anywhere.

QUALITY PRODUCT OF THE MATCH COMPANY



Match and Woodenware Division

Scoop CONTINUED



GIANT CRAWLERS are eight feet high, 23 feet long and carry shovel along at 4 mph. Bulldozers dragged foot-thick log platforms into crawlers' path.



SOARING BOOM, 150 feet long, rises toward a pair of crow's-nests 160 feet above the ground, from which maintenance men can work on cable pulleys.

So Good to your TASTE

So Quick on the DRAW!



1. SUPERIOR TASTE

So good to your taste because of superior tobaccos. Richer, tastier—especially selected for filter smoking. For the flavor you want, here's the filter you need.

2. SUPERIOR FILTER

So quick on the draw! Yes, the flavor comes clean—through L&M's exclusive Miracle Tip. Pure white inside, pure white outside for cleaner, better smoking.



RELAX WITH

L&M

**MAKE TODAY
YOUR**

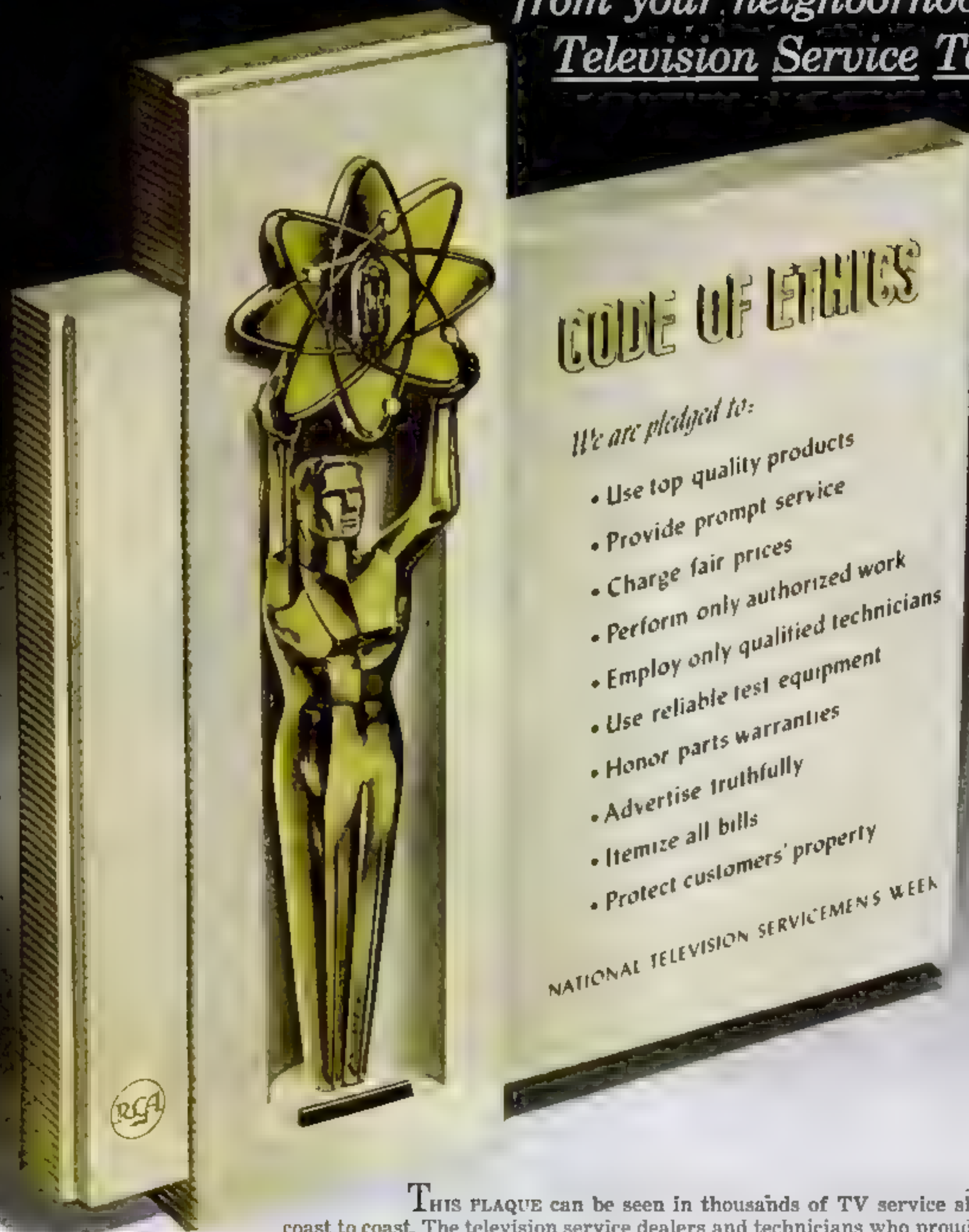
BIG RED LETTER DAY!

Rent a car

[illegible]

A Pledge

to Mr. and Mrs. America
from your neighborhood
Television Service Technician



Look for this plaque at your local TV service shop. It indicates participation in National Television Servicemen's Week by the leading television dealers and servicemen of your area.

THIS PLAQUE can be seen in thousands of TV service shops from coast to coast. The television service dealers and technicians who proudly display it in your neighborhood merit your confidence by adherence to the code of ethics shown on the plaque and by their continuing use of top-quality products . . . such as RCA Receiving Tubes and RCA "Silverama" Aluminized Picture Tubes.

You and millions of other Americans enjoy the world's finest entertainment—on television—thanks in great part to the expert knowledge and friendly service of your neighborhood TV service dealers and technicians. In honor of these respected businessmen, RCA proclaims the 2nd Annual National Television Servicemen's Week, March 5-10. We, of RCA, are proud to be associated with them in the great television industry.



This advertisement appears as a public service of the

RADIO CORPORATION of AMERICA

TUBE DIVISION

HARRISON, N. J.



REV. JACK COE PREACHES TO 8,000 IN HIS TENT UNDER A FESTOON OF CANES AND CRUTCHES HE CLAIMS BELONGED TO PEOPLE HE HAD CURED IN MIAMI

A FAILURE OF FAITH IN A FAITH HEALER

Minister runs into legal trouble attempting to cure crippled boy

Jack Coe, a faith-healing evangelist, was in no trouble with his audiences last week. They were bigger than ever. But he was in trouble with the law. Coe, ordained in the Assembly of God Church, had been preaching in Miami before an array of testimonial canes and crutches (above) when a woman holding her polio-stricken son came forward. Coe placed a hand on the 3-year-old's head and shouted, "Jesus, heal this boy." Then he ordered, "Remove the braces." They were and the boy fell on the floor. The mother, Mrs. Ann Clark, kept the braces off two days but when his legs swelled she took him to a doctor, who ordered them put back on before irreparable harm was done.

Incensed, Mrs. Clark took Coe to court, charging him with practicing medicine without a license. Coe swore he was only practicing his religion which includes faith healing. The judge agreed and let him off. While Coe went back to preaching, the county solicitor hoped to take the case to the Florida Supreme Court.



JAILED HEALER Coe said he felt "like a celebrity." He quickly put up \$5,000 bail and was released.

UNHEALED BOY, George Clark, walks on crutches and heavy braces. He had polio attack last April.



Is there any reason why underwear shouldn't look as good as it feels?



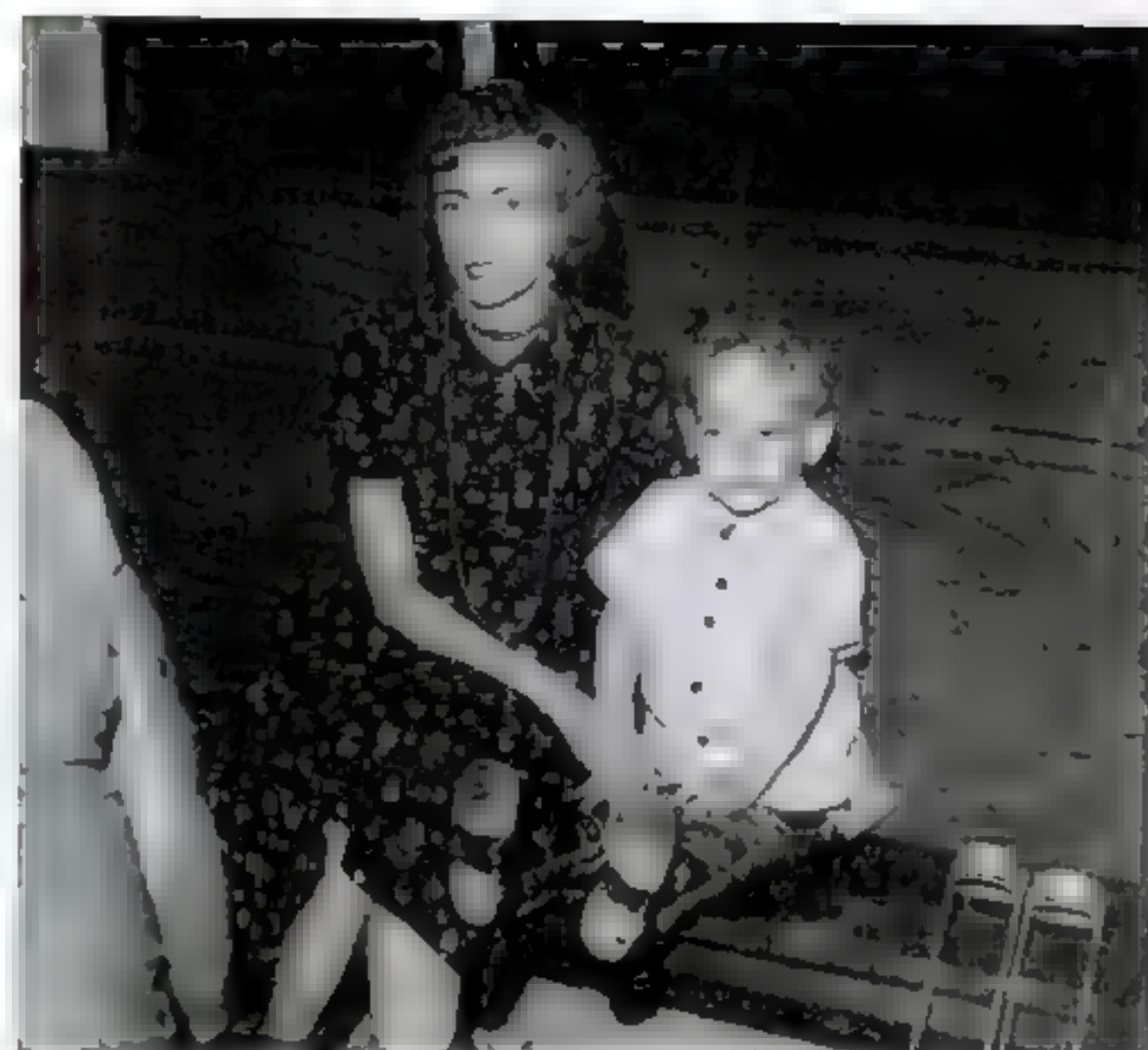
No reason we can think of. And, more and more men seem to agree. They're buying Arrow underwear—in a wide variety of patterns and colors because they find perfect fit and supreme comfort. In boxers, tie sides and French backs—all "Sanforized"—labeled!

Cluett, Peabody & Co., Inc.

Shorts, \$1.50 up. Undershirts, \$1.00 up. "T" shirts, \$1.25 up. Guards (knitted shorts), \$1.20 up.

ARROW — first in fashion

Faith Healer CONTINUED



WAITING TO ACCUSE COE, Mrs. Clark sits with George at court. She said Coe's helpers had come to her and promised Coe would surely cure her boy. When his help failed she wrote him a letter asking a lyric. He never answered.



READY TO DEFEND HIMSELF against the charge, Coe testified that his strong faith in God is sufficient to cause healing but that God is the healer, not Coe. Trial brought out that Coe made \$22,000 as a faith healer last year.



EXHIBIT A was young George who was carried into court by Constable Newt Hudson. Accompanying them was Dr. Robert Keiser (left), who testified boy's legs would have been deformed if braces had been left off as Coe ordered.

The World's Finest



- GLEAMING, EASY TO CLEAN STAINLESS STEEL
- COPPER SPREADS THE HEAT FASTER, MORE EVENLY
- BUILT FOR A LIFETIME OF USE!

**REVERE
WARE**

**Special
Offer**
\$10⁹⁵*

*Slightly higher in Canada

For a limited time only, your dealer is authorized to extend to you this special price on a 3-piece selection of "World's Finest" Revere Ware and 3 solid copper Utensil Hangers.

**THIS
Special Offer**

INCLUDES:

- 1 — 2-quart Sauce Pan
Copper-Clad Stainless Steel
- 1 — 7-inch French Chef Skillet
Copper-Clad Stainless Steel
- 1 — 7-inch Stainless Steel Cover
for both Sauce Pan and Skillet

And to display your new Revere Ware proudly...

- 3 — Solid Copper Utensil Hangers

All for Only \$10⁹⁵

YOU SAVE \$2.30.

Phone your dealer today and order the No. 400 Revere Ware Special.



REVERE COPPER AND BRASS INCORPORATED



We've re-designed the label to bring out these

3 *visible assurances of constant quality*

THE ONLY IMPROVEMENT THAT COULD BE MADE! Famous bonded Old Forester—known for unsurpassed flavor, quality, and prestige through 86 years—now *underscores* its promises for your instant recognition. Old Forester's redesigned label is your guarantee of the excellence you expect. Look for this label whenever you want the finest.

B427751



*"There is
nothing better
in the market"*

1 Every Bottle Registered By Number—From grain purchase to bottling, the history of every drop of Old Forester is recorded. This is your guarantee of conformance to our unchanging standard of perfection.

2 Bottled-in-Bond Seal Prominently Displayed—You know instantly that Old Forester is offered as only *one* quality, bottled-in-bond under U.S. government supervision... always the same fine bourbon.

3 Our 86-Year-Old Hand-written Pledge—Today's label, as in 1870, proudly repeats our original promise of "elegant flavor, developed with care"... your assurance that only the finest bears the Old Forester name.



BOTTLED
UNDER
BOND

OLD FORESTER
RE-USE OF THIS BOTTLE

OLD FORESTER

KENTUCKY STRAIGHT BOURBON WHISKY

*This whisky is distilled by
us only and we are re-
sponsible for its richness and
fine quality. Its elegant flavor
is solely due to original
development with care. There is
nothing better in the world.*

DISTILLED AND BOTTLED BY
BROWN-FORMAN DISTILLERS CORPORATION
AT LOUISVILLE IN KENTUCKY

75 QUART 41.5 QUART

fine fare

in a "breeze" ...for mealtime...party time!

The deep-sea tang of this quick-fix seafood special rings the bell with landlubbers and old salts alike. Great for family meals, it's elegant enough to serve with a flourish at party suppers! Ann Page Elbow Macaroni is the perfect base for it, as it is for so many hearty midwinter favorites. So good-tasting, makes good food go farther . . . costs so little!



Nantucket Seafood Shells

8 oz. Ann Page Elbow Macaroni
1 10 1/2 oz. can Cream of Mushroom Soup
1/2 cup milk
1 5 1/2 oz. can crabmeat, drained, flaked
2 Tbsp. butter

2 Tbsp. minced onion
1/4 tsp. grated lemon rind
1 tsp. lemon juice
1/4 cup parmesan cheese

1 tsp. salt
1/2 tsp. basil
1/4 tsp. tarragon
1/2 cup bread crumbs
2 Tbsp. butter

*Cost of Average Serving 15¢

Cook macaroni, drain. Melt butter, cook onion until tender, add to macaroni. Dilute soup with milk, add lemon rind and juice, parmesan cheese, salt, basil, tarragon and crabmeat. Mix well and pour over macaroni. Butter 8 individual scallop shells. Divide mixture evenly, top with bread crumbs which have been mixed with melted butter. Bake in 400°F. oven for 10-15 minutes. Makes 8 main course servings. Ann Page Macaroni Products, like all Ann Page Foods, are made in A&P's own modern Ann Page Food Kitchens, sold only at A&P. This eliminates needless in-between expenses, and you share the savings!

*Costs based on A&P Super Market prices at press time.



proves

Fine Foods
Needn't Be
Expensive



Among the other 33 fine foods in the famous Ann Page family are such favorites as: Preserves, Prepared Beans, Peanut Butter, Macaroni Products, Prepared Spaghetti, Sparkle Gelatin Desserts and Puddings, Tomato Soup, Ketchup, Spices, Extracts.

Waists at a New High

EMPIRE SILHOUETTE BREAKS OUT SIMULTANEOUSLY IN U.S. AND PARIS

After toying with the idea for several seasons, the top designers of the U.S. and Paris have suddenly and simultaneously gone all out for the high waist and have provoked the most radical fashion change since 1917's New Look. Harking back to the classic clothes of Napoleon I's empire, these elevated waistlines appear not only in dresses and evening gowns, but in coats, suits and even playclothes.

The feminine-looking style requires a slim figure with a narrow midriff, hangs loose from its armhole-level seaming. These first pictures from the new Paris collections and high-style examples from the U.S. show the empire silhouette in its most extreme, difficult-to-wear versions. Designers in all fields have already begun to modify the historic style for the American market of modern wearers.

HIGH, WIDE SASH emphasizes new waistline in short Paris evening dress by Lanvin-Castello. This and other French pictures are in museum of Institut de France which houses treasures of Napoleonic era, heyday of silhouette.





Going... Going...

Some companions are popular for a while, then melt away. But Black & White Scotch Whisky keeps its friends year in, year out. They know its quality and character never change.



"BLACK & WHITE"

The Scotch with Character

BLENDED SCOTCH WHISKY 86.8 PROOF

THE FLEISCHMANN DISTILLING CORPORATION, N. Y. • SOLE DISTRIBUTORS

HIGH WAISTS CONTINUED



MIDRIFF BELT is placed inches above slightly fitted waist of wool dress by Paris couturier Balmain. Portrait is Napoleon's sister-in-law.

CURVED SEAMS (below) exaggerate silhouette of silk dress by Charles James of New York. Dress is shaped to stand away from body.





"Overtime was an unpleasant reality—heartbreaking to the kids who waited up for mommy"



"Annoying to a husband who hates to cook his own dinner. I was desperate. Until . . ."



" . . . I talked to my boss about the Voicewriter. After a week's trial, he was convinced"



"I'm no longer tied up all day taking dictation . . . and all night turning the stuff out"

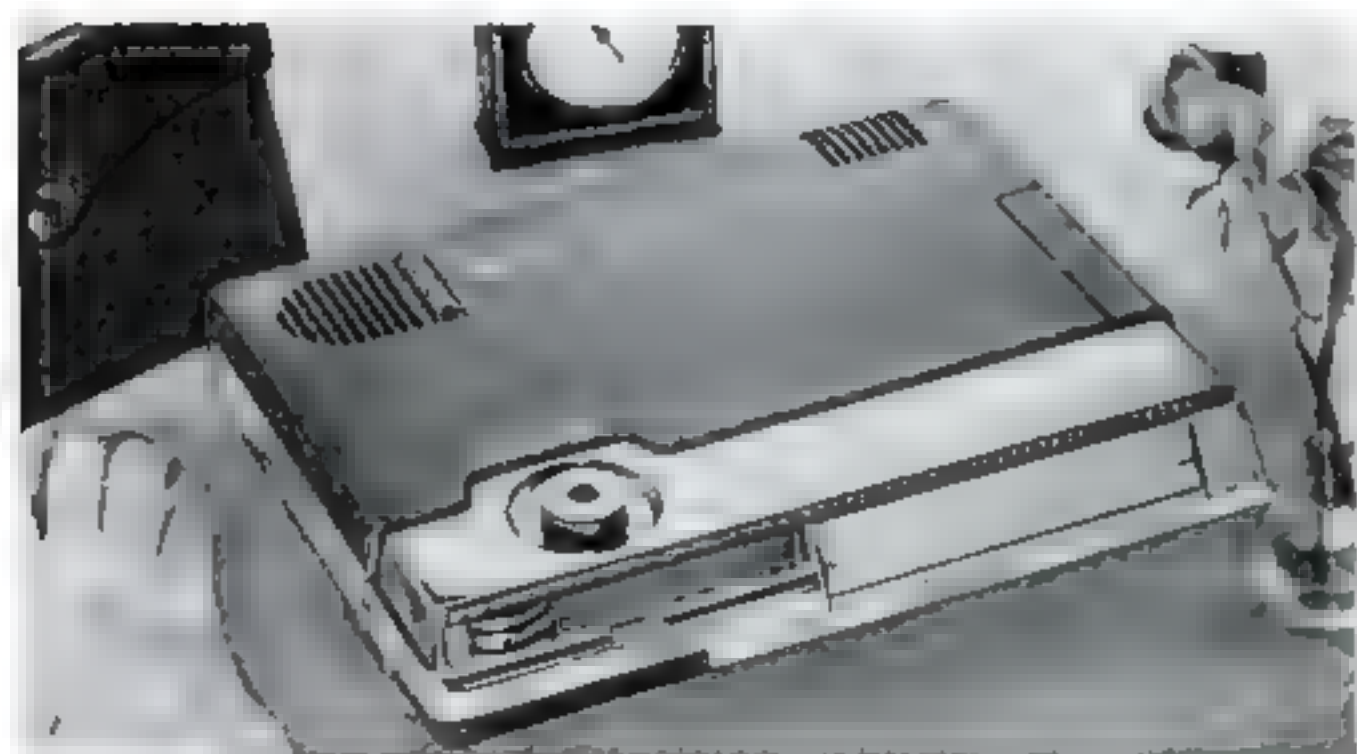


"My boss and I get all our jobs done on time. I'm even free to be more of an assistant"



"But I'm especially glad about the Voicewriter for my family's sake. I'm home in time to tell a bedtime story to the kids"

The VOICEWRITER gives this secretary more time to be a wife and mother



EDISON VOICEWRITER SECRETARIAL

The secretaries' newest, most modern helpmate! Matches the handsome Executive Voicewriter. Compact as a book on your desk . . . makes playing back memos, letters a breeze via 3-D Edisonic sound and new lighted "place-finders." Why not get your boss the facts about the Voicewriter and Edison Televoice. Just call your Edison Business Consultant. His phone listing is Edison Voicewriter.



Mothers who work especially appreciate this new time and worksaver—the Edison Voicewriter. The day is shorter—you avoid needless overtime that makes you late for dinner and a bedtime story.

For through electronic communication you eliminate tedious hours spent taking dictation. You avoid working on the same letter twice.

What's more, with the Voicewriter, you have time to do more "head work" . . . become a real assistant and "helpmate" to your boss. You and he can work together more creatively as a team.

Why don't you let your Edison business consultant show you what a difference the Voicewriter can make in your life. No obligation! He represents the foremost company in electronic communications . . . the company carrying on the high standards established by Thomas A. Edison.

Less than \$15 a month brings an Edison Voicewriter to you. And your firm can choose from several convenient ways to pay. Whether they rent it or buy it, chances are it will cost less than your telephone service.

Free! Illustrated case histories—12 pages—showing how the Voicewriter has helped men and women in every type of business get more done . . . find more time for living. Write Thomas A. Edison, Incorporated, 3 Lakeside Ave., West Orange, N. J. (Or Thomas A. Edison of Canada, Ltd., 165 Bedford Rd., Toronto 5.)

—CREATOR OF THE ELECTRONIC VOICEWRITER



NO SEAMS TO WORRY ABOUT!

SEAMLESS STOCKINGS BY

Hanes

HANES HOSIERY, INC. • 350 FIFTH AVENUE, NEW YORK • \$1.35 TO \$1.95

HIGH WAISTS CONTINUED



FULLEST SKIRT is on coat by America's Claire McCardell. Half of the styles in her new collection, even bathing suits, have high waists.

HIGHEST WAIST (below), from Dior, appears on evening dress. Chiffon is draped from neckline in loose flowing style of classic sculpture.



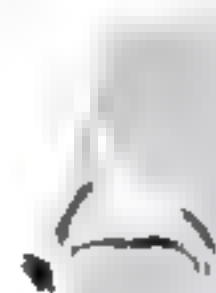
CONTINUED

Your cold develops in 5 stages

1 SNEEZING, SNIFFLES AND STUFFY NOSE

The anti-histamine in Coldene is exceptionally successful in attacking colds caused by allergies. It, together with a powerful decongestant, is also helpful in relieving sneezing and stuffiness brought on by other types of colds. At the first stage,

Coldene catches your cold!



2 SORE THROAT

Here two drugs in Coldene bring relief for irritated membranes and tickling sensations. Many remedies do not provide sustained relief from these miseries. In addition, a demulcent syrup soothes the raw surfaces of your throat. At the second stage,

Coldene catches your cold!



3 CONSTANT COUGHING

caused by a sore or tickling throat, Coldene helps quiet nerves which produce coughing. And because it eases swallowing and reduces the tickling sensation, it helps bring relief. At stage 3,

Coldene catches your cold!



4 TIGHT CHEST

occurs when irritated and inflamed bronchial membranes produce phlegm. At this stage, Coldene uses the expectorant, Ammonium chloride, to thin down and loosen the phlegm. Again—

Coldene catches your cold!



5 MUSCULAR ACHES

help create restlessness, increase nervous tension, retard slumber. The analgesic in Coldene is noted for helping to produce sustained relief from these torments. Other ingredients provide rest needed for normal recovery.

Coldene catches your cold!



SOLD ONLY IN
DRUG STORES
BY REGISTERED
PHARMACISTS

\$1.00



MOST POWERFUL COLD MEDICINE YOU CAN BUY WITHOUT A DOCTOR'S PRESCRIPTION

The common cold is not a single, simple ailment. It is a disorder which attacks various parts of your system, bringing a variety of miseries to different parts of your body as it develops and spreads.

Coldene is unlike any cold-and-cough medicine ever offered over druggists' counters. For it doesn't rely on the limited powers of one or two ingredients, but unites the powers of several potent drugs... all in proper balance.

The pictures above show the five stages of the common cold, and also how the many effective ingredients in Coldene attack the miseries of your cold—whatever its stage.

Coldene is a prescription-type medicine. It

contains a powerful analgesic and nerve relaxer. And these ingredients together with a decongestant, an expectorant and an anti-histamine, tell you why Coldene is so potent. Most powerful cold medicine you can buy without a doctor's prescription.

Again Coldene is different! Unlike hard-coated antihistamine tablets which may take a long time to absorb, Coldene is a liquid and goes to work fast. Nor do you wait for it to reach your stomach and be digested. For some ingredients in Coldene go to work the moment they touch your throat's membranes. And Coldene's liquid form distributes its relief-giving powers faster throughout the body.

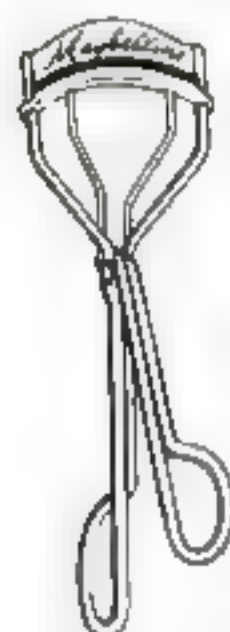
Coldene catches your cold

COPY 1954 BY PHARMA-CRAFT CORPORATION

LOOK...



what's new
in eye beauty!



Look prettier—through curly lashes in just seconds—with the new soft-cushion

Maybelline
PROFESSIONAL
EYELASH CURLER

naturally,
it's the best...
gold plated

Molded Cushion refill, only 10¢

You must try the wonderful new

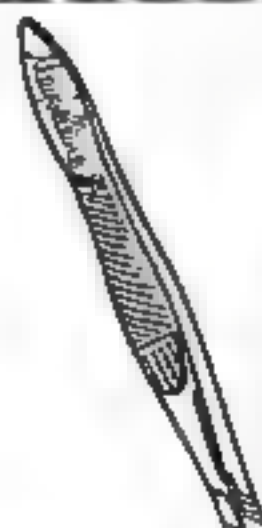
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The Stomach

Anacin® not only
gives stronger,
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Won't upset the
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A few drops of OI TOLLO bring blessed relief from
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Healthy teeth
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Your dentist will tell
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Brush both teeth and gums
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All-New Rambler 4-Door Hardtop

The facts are yours—AT HUDSON DEALERS • AT NASH DEALERS

Here is the car that has put fun back into motoring and gives you a bonus in economy!

It's the completely new Rambler for 1956! Where else in the world can you find such a combination of trim beauty—spacious roominess—built-in safety—all in one top luxury car—the smartest, gayest thing on wheels—all at America's lowest price!

See the widest windshield—the finest visibility in the low-priced field. See shoulder room and headroom greater than some cars costing twice as much—in the Rambler that handles easiest of all!

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Make the Smart Switch to Airliner Reclining Seat luxury. You have a nap couch to keep children fidget-free on trips, relax grown-ups. Even a chaise longue!



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Make the Smart Switch to the car that out-corners, out-parks them all. Entirely new ride—first low-priced car with Deep Coil Springs on all four wheels.

YOU SAVE ON FIRST COST.

Model for model, Rambler is lowest-priced of all, with similar equipment, yet you get luxuries that rival the \$5,000 cars—Power Brakes standard on custom models!

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YOU SAVE ON AIR CONDITIONING.

All-New, All-Season Air Conditioning cools, warms, dehumidifies, ventilates and filters air—all at the lowest price in America.

YOU SAVE ON TRIPS.

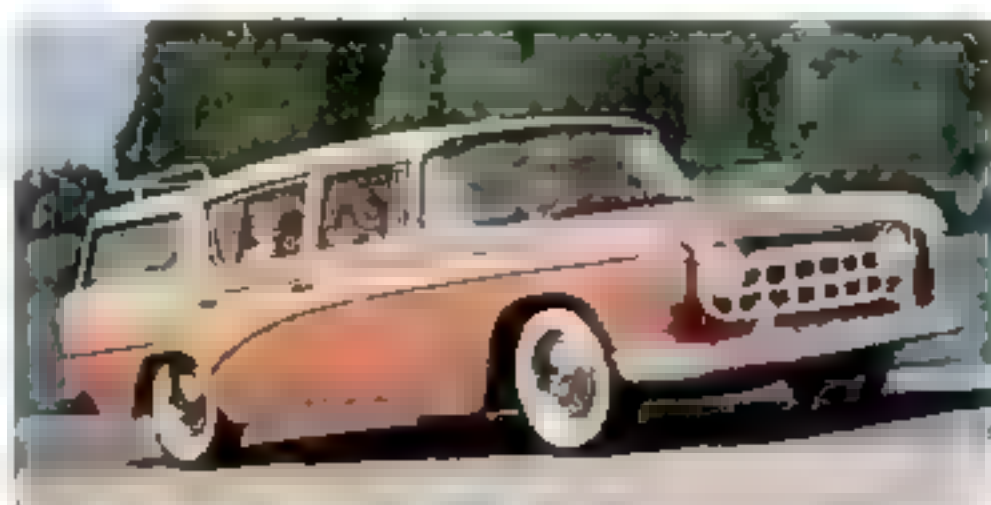
It's a luxurious pullman on wheels with Twin Travel Beds for hunting, fishing or vacation trips. No tents or cots needed.

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Latest figures from N A D A, Official Used Car Guide, show Rambler tops the whole low-price field in resale value. You get more car for your money when you buy a Rambler . . . you get more money for your car when you sell.

New Rambler Cross Country Station Wagon! Enjoy more fun per mile and per dollar in America's lowest-priced four-door Custom Station Wagon.

Drive the smartest, most practical car for work or play on the road today!



DRIVE THE

Rambler

You'll Make the **Smart** Switch for '56



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AT 'ALL NASH DEALERS • AT ALL HUDSON DEALERS

See Disneyland—great TV for all the family over ABC network.

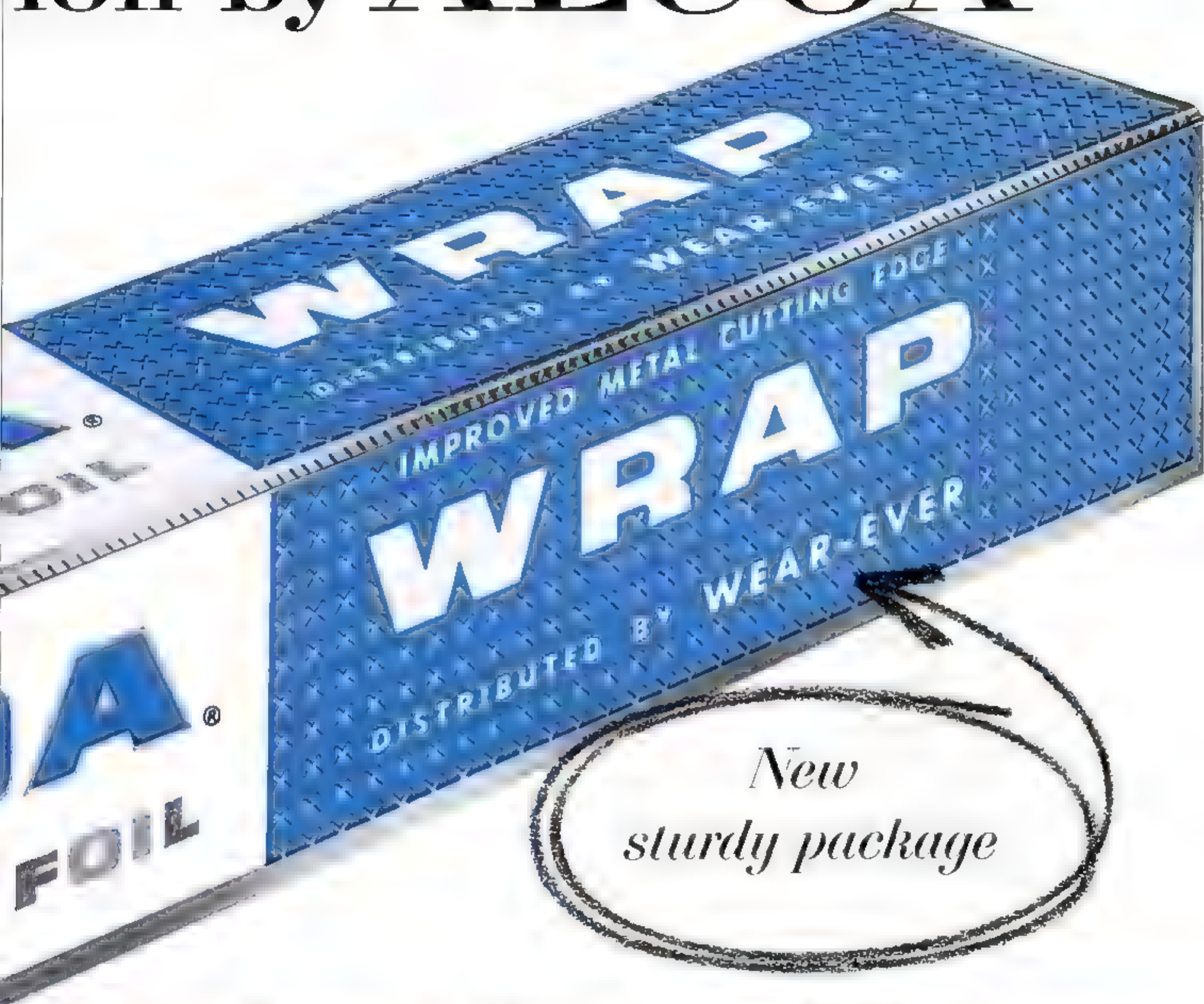
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*New handy
metal cutting edge*



You're always ahead with Alcoa

foil by **ALCOA**



introduced this week in stores all over America

WRAP

... meats, fowl, fish, cheese for refrigerator storage. Moisture stays in, odor out. Keeps lunch-box sandwiches fresh hours longer.

COOK

... meats in Alcoa Wrap, and they're so much tastier, juicier, more tender. Another treat — potatoes baked in Alcoa Wrap.

COVER

... refrigerator dishes ... casseroles. Keep leftovers fresh as just-made. Alcoa Wrap seals goodness in, keeps air out.

CAP

... bottles ... jars ... jelly glasses. So easily! Alcoa Wrap fits tightly around top, keeps contents fresh and pure.



...greatest name in aluminum

TUNE IN "THE ALCOA HOUR"—NBC TELEVISION
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It's good to have a social drink
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Seagram's 7 Crown...American whiskey at its finest.

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SEAGRAM-DISTILLERS COMPANY, NEW YORK CITY. BLENDED WHISKEY, 86.8 PROOF, 65% GRAIN NEUTRAL SPIRITS.



WHO'S THAT KNOCKING THROUGH THE ICE?

TO SEE, TURN THE PAGE

For your Ford—
always specify the muffler with the
TWIN SKINS!



Peter de Paolo, former Indianapolis Speedway winner and now president of his own engineering research firm, recommends Genuine Ford Parts—the parts that are made right for your Ford.

"It's just good sense to insist on Genuine Ford Mufflers!" says Peter de Paolo. "They're double-wrapped with two layers of 26-gauge steel to give you greater quiet and longer muffler life."

Genuine Ford Parts are made right to fit right to last longer!

You know you're doing right by your Ford when you tell your serviceman you want Genuine Ford Parts. Every one is made to the exact specifications set by the men who first built your Ford. All Genuine Ford Parts must pass rigorous and exacting tests before being approved for manufacture.

When a new muffler or other replacement will add to your Ford's performance, always specify Genuine Ford Parts!



Keep your Ford all Ford



POPPING HIS HEAD THROUGH HOLE HE CUT, FERG PEERS AT A FRIEND

WINTER DIVER 'SAVES' HIMSELF

The hand thrusting the pickax through the frozen surface of Keuka Lake, New York on the preceding page belongs to Richard Ferg, an ardent but perfectly sane young member of an underwater sports club called the Long Island Dolphins, Inc. Ferg and some of his friends were determining how long it would take a diver lost under a frozen lake to chop through 11-inch-thick ice to safety. No diver the Dolphins know ever got lost under the ice but the experiment promised some adventure. It took Ferg 20 minutes. Ferg, who was secured to a lifeline, learned that under ice a diver has no sense of direction and that in his nylon underwear and a rubber diving suit he became as uncomfortably hot working under ice as he would working under a midsummer sun.

BEFORE DIVING FERG LETS AIR OUT OF SUIT TO DECREASE BUOYANCY



Snappy Winter performance!

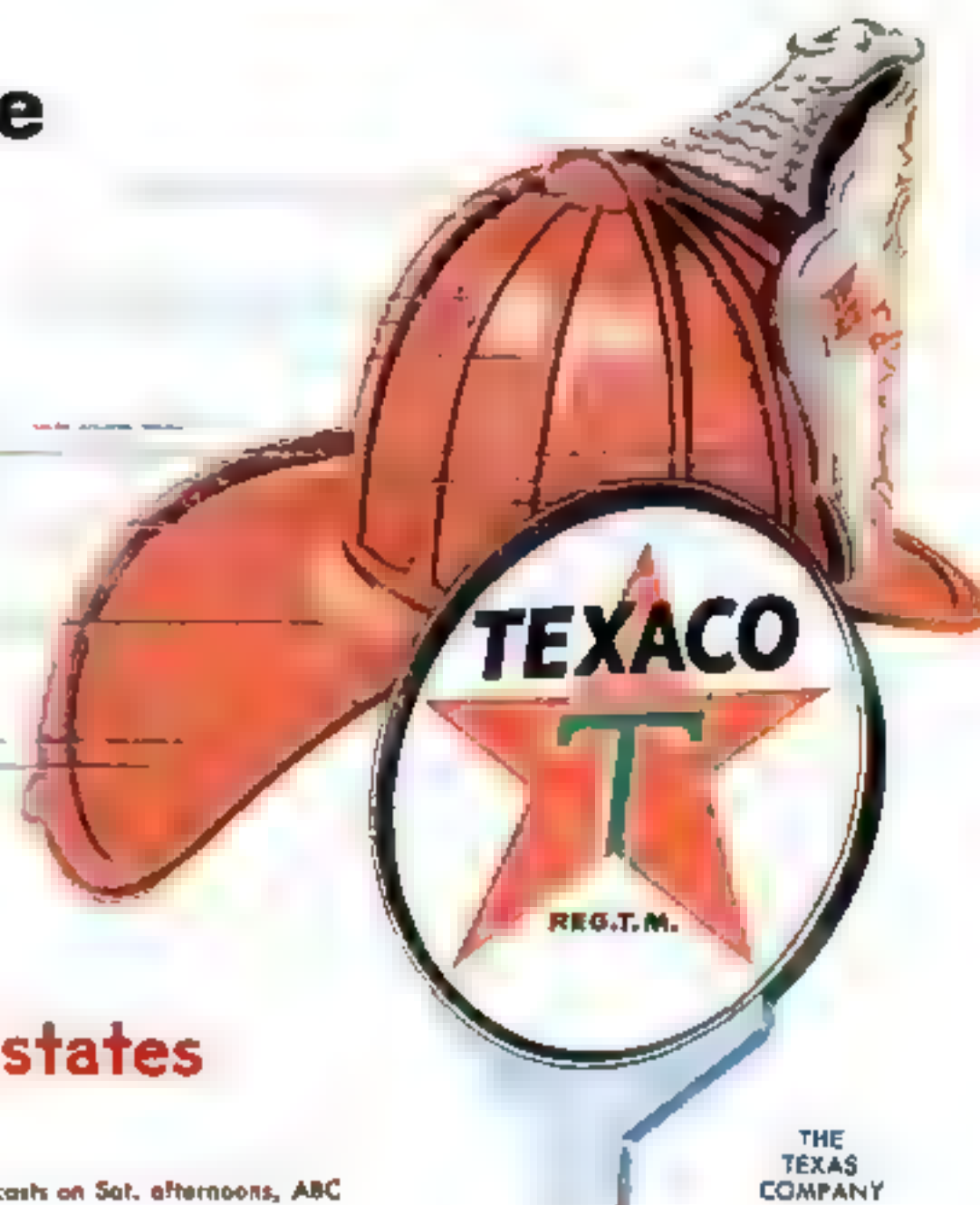


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Lots of snap in your starts and warm-ups, and all the smooth, sure get-away power you want *when* you want it. That's what you get with Fire Chief. And you get this same snappy performance everywhere.

For Fire Chief is 100% *Climate-Controlled* — especially blended for the climate and altitude wherever you fill 'er up in all 48 states.

It's far and away the finest gasoline at the *regular* gasoline price. Fill up at your Texaco Dealer, the *best friend* your car has ever had.



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THE
TEXAS
COMPANY

IT'S LIGHTER! IT'S MORE POWERFUL!

The 1956 **EUREKA Super**

**New Cyclonic Air Action creates
New double-size throw-away Dust Bag!
...Rolls easily on four**

Still only **\$69.95** MODEL 910

Complete with New Deluxe Tools
Slightly higher in Canada



NO LIFT! NO CARRY!
IT ROLLS ON
4 RUBBER WHEELS

RECOMMENDED BY STARS OF HOME
Guaranteed by
Good Housekeeping
IF NOT AS ADVERTISED HEREIN

IT'S ALL-NEW!

Roto-Matic

more cleaning suction!

New convenient Step-On Toe Switch!

Rubber Swivel Wheels!

NEW BEAUTY...exquisite new styling...modern new features throughout. Yet the all-new Super Roto-Matic still carries the famous EUREKA price tag—only \$69.95 complete with Deluxe cleaning tools! It's lighter! It rolls everywhere with the greatest of ease! New DOUBLE-SIZE throw-away paper dust bag provides far more cleaning power...let's you do twice as much cleaning...reduces replacement bag costs 50%!

The new 1956 EUREKA Super Roto-Matic's CYCLONIC Air Action prevents clogging of dust bag...keeps suction power at high cleaning efficiency. Beautiful new swivel vinyl hose...new improved Easy-Glide Rug Nozzle...new easy-off Zip-Clip Top...new-styled Deluxe cleaning tools...and many more advanced features make this new EUREKA the greatest cleaner value on wheels! See the exciting new 1956 EUREKA Super Roto-Matic demonstrated now, at your dealer's store.

EUREKA WILLIAMS CORPORATION • BLOOMINGTON, ILLINOIS
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EUREKA

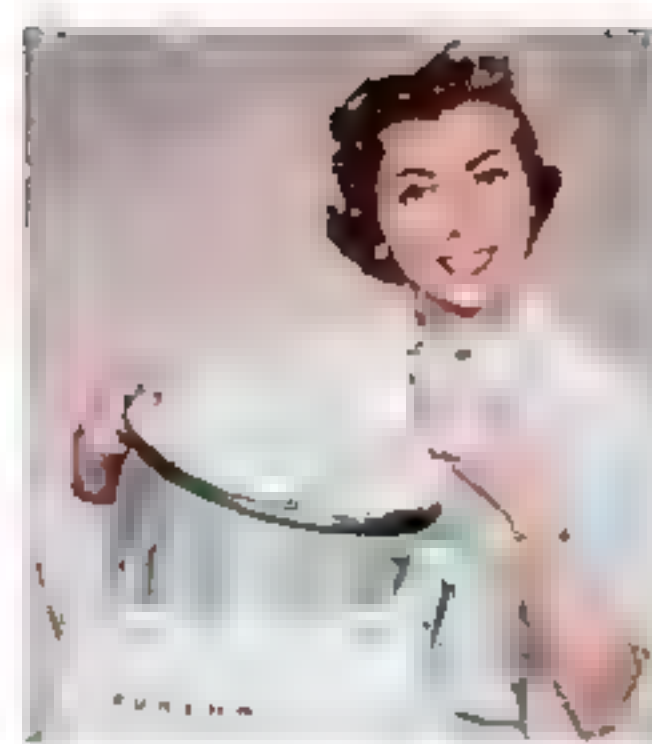
Deluxe Tools Include:
Easy-Glide Rug Nozzle
Upholstery Nozzle
Wall-Floor Brush
Soft Dusting Brush
Long Crevice Tool
Two Polished Wands
Lightweight Vinyl Hose

New Handy Slip-On Matching Tool-Rock—
Made of heavy, tough yellow vinyl. Rides on cleaner as it carries the cleaning tools—always ready for instant use. (Optional)

Exclusive! Shag Rug Tool
Combines agitator action with super suction to clean cotton shag rugs quickly, easily—without pulling. (Optional)



NEW Rolls on 4 Rubber Wheels
No lift—no carry! Cleaner rolls from room to room on 4 ball-bearing, swivel, rubber wheels. Will not tip or mar even highly polished wood floors.



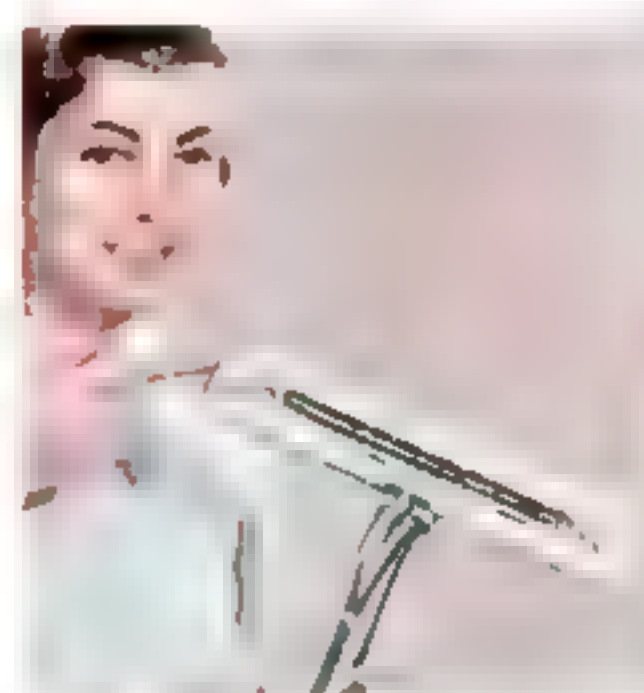
NEW Double-Size Dust Bag
Allows for more powerful suction—lasts twice as long—and reduces replacement bag costs 50%! It's the largest throw-away dust bag in any cleaner of this type!



NEW Zip-Clip Top
Easiest ever for removal of throw-away dust bags. Zip the clips—top opens instantly! Zip again—it locks securely to cleaner. Your hands never touch dirt!



NEW Step-On Toe Switch
Most convenient control ever! Just a touch of your toe and cleaner is turned on or off. No more annoying bending over, "hunting" or fumbling for the switch!



NEW Easy-Glide Rug Nozzle
Glides smoothly, easily, on all floor coverings. Cleans evenly, thoroughly, across its full width! Floating brush instantly removes lint, hair and threads.



NEW Vinyl Hose Swivels
Hose swings all the way around—lets you clean a whole room without moving the cleaner! Feather-weight vinyl hose flexes to reach out-of-the-way places!

NO DUST BAG TO EMPTY!
Introducing the New
EUREKA
SUPER Automatic
with Motor-Driven Dirt Disturbulator
- IT BEATS, SWEEPS AND SUCTION CLEANS
all in one automatic action.
Specially designed for carpets and large rug areas.
Only \$89.95
Tools Available
**YOU SAVE \$30 TO \$40
OVER COMPARABLE CLEANERS**



Andy Varipapa

World's Champion Bowler tells
**The "Ideal" Way
To Bowl A
Strike**



Approach. Feet move forward naturally. (Andy makes it look as easy as combing your hair with Fitch Ideal!)



Backswing. Andy's backswing goes no higher than his shoulder. Body is erect, knees slightly bent, eyes straight ahead.



Downswing. Step and slide on left foot, letting right leg act as a brake. At end of slide, left foot finishes two to six inches from the line.



Finish. Keep body in balance, hand and eyes in line with target point. (Notice how Ideal keeps Andy's hair in place throughout the act.)



Try Andy's "Ideal" way to groom your hair too!

Use this amazing new discovery that keeps your hair neat all day without gooey oils and creams... keeps your hair and scalp cleaner, too!

Want to score "300" in the well-groomed league? Use Fitch Ideal Hair Tonic and your hair will be good looking and neat all day long!

Ideal also helps keep hair and scalp cleaner, because it isn't oily, sticky or creamy—won't trap dirt to clog scalp pores. And its tingling tonic action is right down the alley. Relieves itching, acts to free scalp of flaky dandruff.

Get a bottle of Fitch Ideal Hair Tonic at any drug counter today. Ask your Barber for a professional application too!

FITCH
Ideal
HAIR TONIC



ANIMALS

A LATCHKEY FOR A BACHELOR CAT

The invention shown on this page is a cat hatch, a close relation to the escape lock used by trapped submariners to get out of their craft. It was dreamed up one cold morning by Robert Doyle of Madison, Wis., owner of Cork, a companionable cat who has one grave fault. About 4 o'clock in the morning, when the night is dark and full of the mysterious things interesting to cats, Cork often wants to go out. He howls until either Mr. Doyle or Mrs. Doyle arises and lets him out. Sometimes Cork is gone for the night but usually he wants to come back in again after a short while.

It was just after such a going and coming that the idea of giving the cat a cat-hatch latchkey burst on Mr. Doyle. He got tools and installed a wooden tube through the house wall. At the inner end he built two trap doors, one on top, the other on the bottom. Now Cork, wanting to get out, walks under the tube, pushes up into it and runs out into the yard. Homebound he runs into the tube, pushes up out of it while, happily, the DoYLES doze on.



PUSHING DOOR UP, CORK CLIMBS INTO THE TUBE



PEERING DOWN TUBE, WITH THE TRAP DOOR RESTING ON HIS HEAD, CORK LOOKS TOWARD THE GREAT OUTDOORS



AFTER FORAY CORK REENTERS HIS HOME. SO FAR HE HASN'T BROUGHT NEIGHBORHOOD FRIENDS INTO THE HOUSE



Rich carpeting may cost you half what you think

AVISCO is the reason

There's no earthly reason to put off owning carpets that put you in seventh heaven! Have them room size or wall to wall—lusciously thick, joyous in color, buoyantly springy—at about half the expected price.

Have them tweedy or sculptured or plain to play background music for traditional or modern. Just look for the Avisco Integrity Tag. That good-as-gold label tells you that your carpet's high quality starts with

the basic rayon fiber, every inch planned for carpet use, every inch as luxuriantly dense as Avisco standards say they must be. Luxury carpets for little are one more dramatic result of Avisco fiber research.

SEE THIS CARPETING AT ABRAHAM & STRAUSS BROOKLYN, N.Y. • BOSTON STORE, MITCHELL, WIS. • BRIDGES DOWNTOWN, LOS ANGELES, CAL. • BRIDGES INC. MIAMI, FLA. • CAPPELL'S, DES MOINES, IOWA
DAYTON'S, MINNEAPOLIS, MINN. • FOLLY & BLUSTON, TEX. • JOSEPH MURRAY CO., PITTSBURGH, PA. • KUTLER'S, BALTIMORE, MD. • SHULTZ & SINKOFF, CHICAGO
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PART VIII
AMERICA'S ARTS AND SKILLS

An Age of Gilded Opulence

VIGOR EXPANDED VICTORIAN TASTE

Photographed for LIFE by BRADLEY SMITH

In the half century that followed the Civil War the U.S. economy expanded with dazzling speed. Enormous fortunes were made by building railroads, founding new industries and exploiting natural resources. Important inventions followed one another thick and fast as the nation moved through a technological revolution which landed it, at the end of this period, in the age of the steel skeleton skyscraper and the mass-produced family automobile.

The vigorous Victorians who made money during these years could afford to live lavishly and to entertain expensively—and they were expected to do so in the burgeoning society of America's Gilded Age. The houses which they built were big and pretentious, elaborately decorated outside and in. The Victorian style in domestic architecture was never a clear-cut single pattern like the Colonial Cape Cod or the Greek Revival. Rather it was a boisterous medley of several styles blended into something distinctively American. It included the American Gothic (LIFE, Oct. 17), with peaked gables, towers and profusion of carving; the French Renaissance, with mansard roofs and colored stonework; and the English Tudor, with its casement windows and half-timbered walls covered with stucco or shingles. A full-blown house of the General Grant era might have all these showy features, plus some more ideas borrowed from Italy, Japan and the 18th Century U.S.

Inside, the Victorian style at its peak was marked by baronial "living halls" with massive staircases which cascaded down through the central bulk of the house, unifying it and giving an impression of dignity and power. A magnificent example is shown in the photo at right. This is the staircase at Chateau-sur-Mer, in Newport, R.I., which was built by George Wetmore, a China trader, and rated Newport's finest in the 1850s. Twenty years later it was being outclassed by the mansions of new millionaires, so Wetmore's son, recently graduated from Yale (and later to become governor of Rhode Island), engaged Richard Morris Hunt, the most fashionable architect of the day, to give the house more grandeur.

Hunt added a French ballroom (which was Newport's first), an East-lake library, an Italian dining room, a stone porte-cochere. The central feature of his plan was the broad three-story oak stairway shown here, with its lofty bronze lamp standards and stained-glass windows. The stair risers (*upper center in photo*) are painted in a design of latticework, birds and branches which create the illusion of a skylight looking out to a well-tamed garden. This cozy domestic effect, which was sought for in even the most spacious Victorian interiors, is enhanced by the foliage pattern of the dark green wallpaper.

A great house like this required more rooms and services (such as bathrooms, closets and pantries) than American homes ever had before. Architects expanded their designs to meet this demand: unlike the builders of Cape Cod cottages and Greek Revival temple-homes who tailored their houses to established forms, the Victorians allowed the enlarged interior plan of the house to determine its general shape and size. Victorian architecture, though it continued to borrow widely in its decorative effects, was in the end an indigenous American style, more flamboyant and more inventive than the English style from which it took its name.



BRONZE NYMPH, patterned after French sculpture and electrically wired, adorned Victorian drawing room.



GRAND STAIRCASE at Newport is lit by tall bronze candelabra on which torch-bearing cupids cling and climb.

COURTESY MISS EDITH WETMORE





VICTORIAN GRANDEUR at its gaudiest is seen in the Eureka, Calif. mansion above, built in 1886 by a lumberman. The ornate carvings, balconies and "candle-snuffer" peaks are a mixture of Gothic and Renaissance designs

VICTORIAN COMFORT (opposite) is shown in bedroom of a fur trader at Prairie du Chien, Wis. It is furnished in typical fashion with marble-topped table, washstand and bureau, kerosene lamps, carved walnut bed made in New Orleans →



SEELEY HOLLOW REFURATIONS, PHILIPPS CASTLE, TARRYTOWN, N.Y.

PATENT DESK invented by W. S. Wooten of Indianapolis in 1874 combined Victorian love for gadgetry and fine cabinetwork. This desk was used by John D. Rockefeller at the time the world's biggest oil firm was being organized.



HENRY FORD MUSEUM, DEARBORN, MICH.

COTTAGE ORGAN (right) made by Jacob Estey of Brattleboro in the 1870s was owned by Henry Ford. Its geometric openwork designs were cut by machinery and follow the patterns of Charles L. Eastlake, an English taste maker.



VILLA LOUIS, WISCONSIN STATE HISTORICAL SOCIETY, PRAIRIE DU CHIEN



BABY CARRIAGE OF RATTAN IS GAILY ADORNED WITH EMBROIDERY-LIKE SCROLLS

A feeling for fancy furniture

Victorian furniture, like the houses, was a mingling of many styles. Its ornamentation was rich and strongly stressed to please a robust taste. Sometimes it became so fussy as to be garish and vulgar. But collectors now appreciate the appeal of this complex furniture which in its lighter moods could

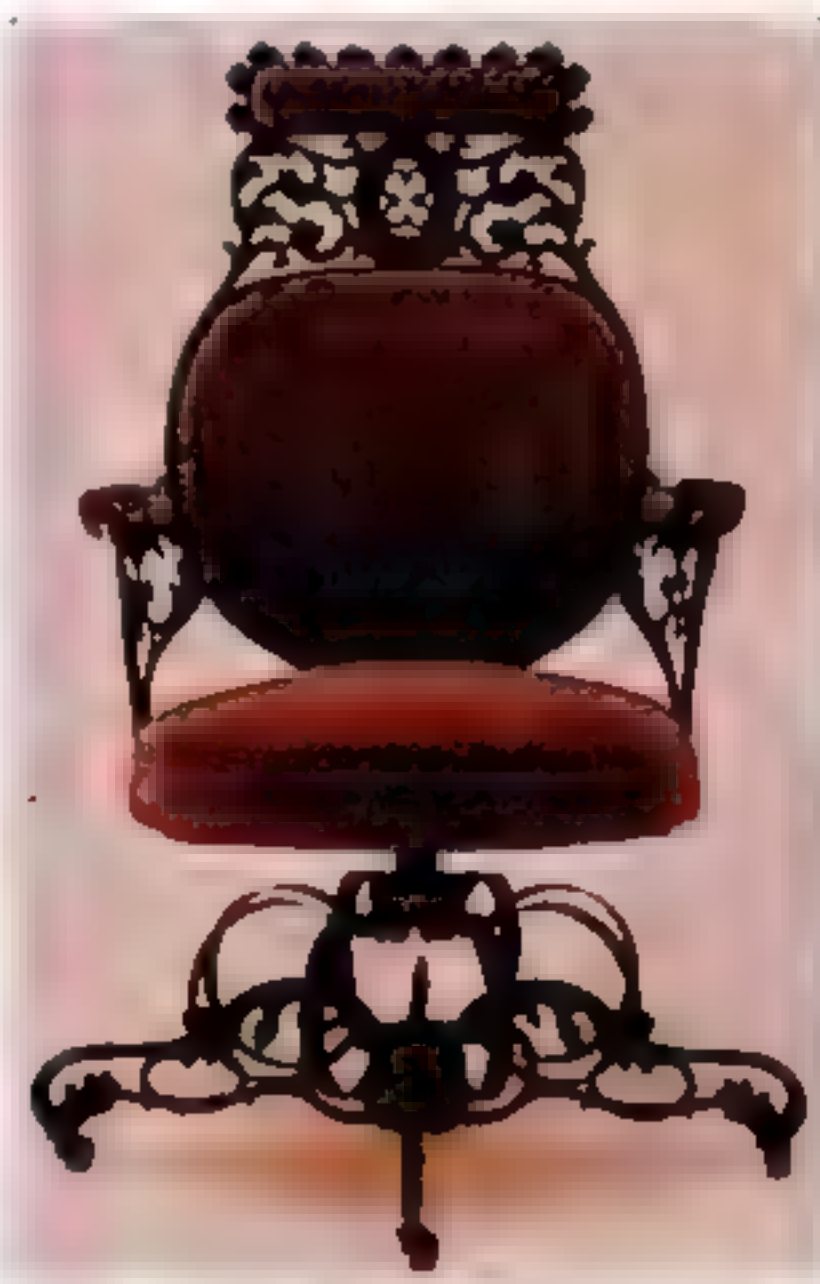
be as charming as a dainty wedding cake.

This was also the period when Americans, typically, made furniture a mass-production item. From 1840 to 1880 U.S.-made furniture rose in value from \$7.5 to \$78 million, and factories in Grand Rapids, Jamestown and elsewhere took over the job of making it.



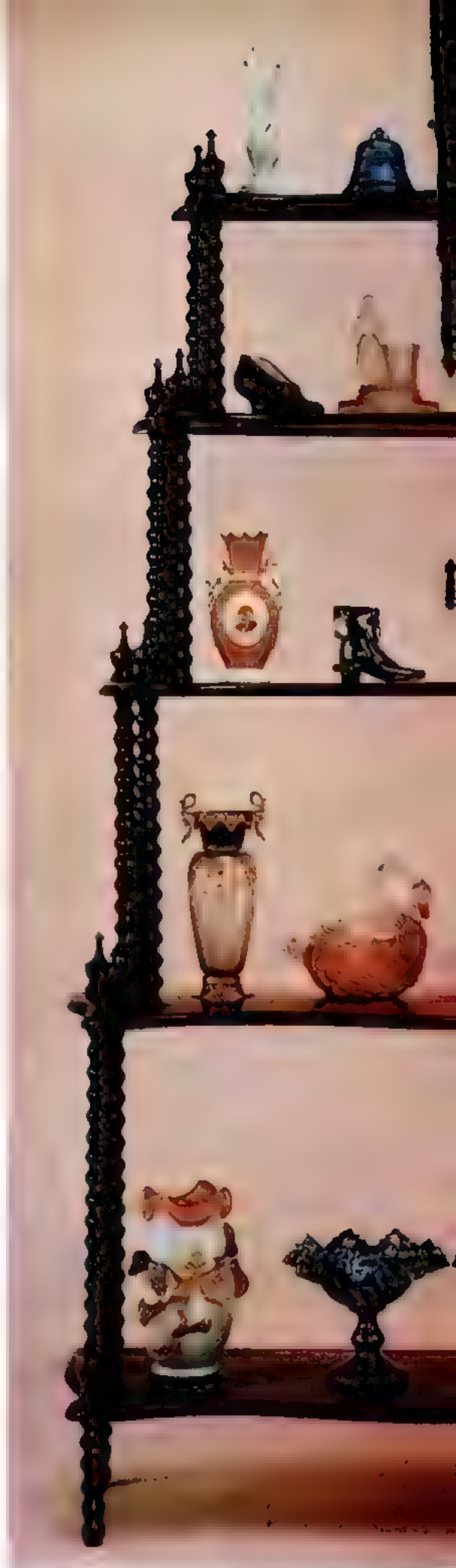
STATEN ISLAND HISTORICAL SOCIETY

UTILITY CHAIRS of the era are (left) walnut child's high chair whose curved legs folded down to form rockers. At the right is a cast-iron



P. 71, M. LINDAWOOD ANTIQUES, NEW YORK

swivel and spring chair with red velvet seat and ornamental pierced scrolls. This basic design became the ancestor of the modern office chair.



BRIC-A-BRAC was dear to the hearts of all true Victorians. Pieces above on spool-turned "whatnot" include from top: porcelain hands holding vases, souvenir phone



bell, dolphin dish, glass shoe and boots, fancy Easter egg, copper luster pitcher, bisque statuette, glass swan, coral vase, dogwood-trimmed vases and milk glass hands.

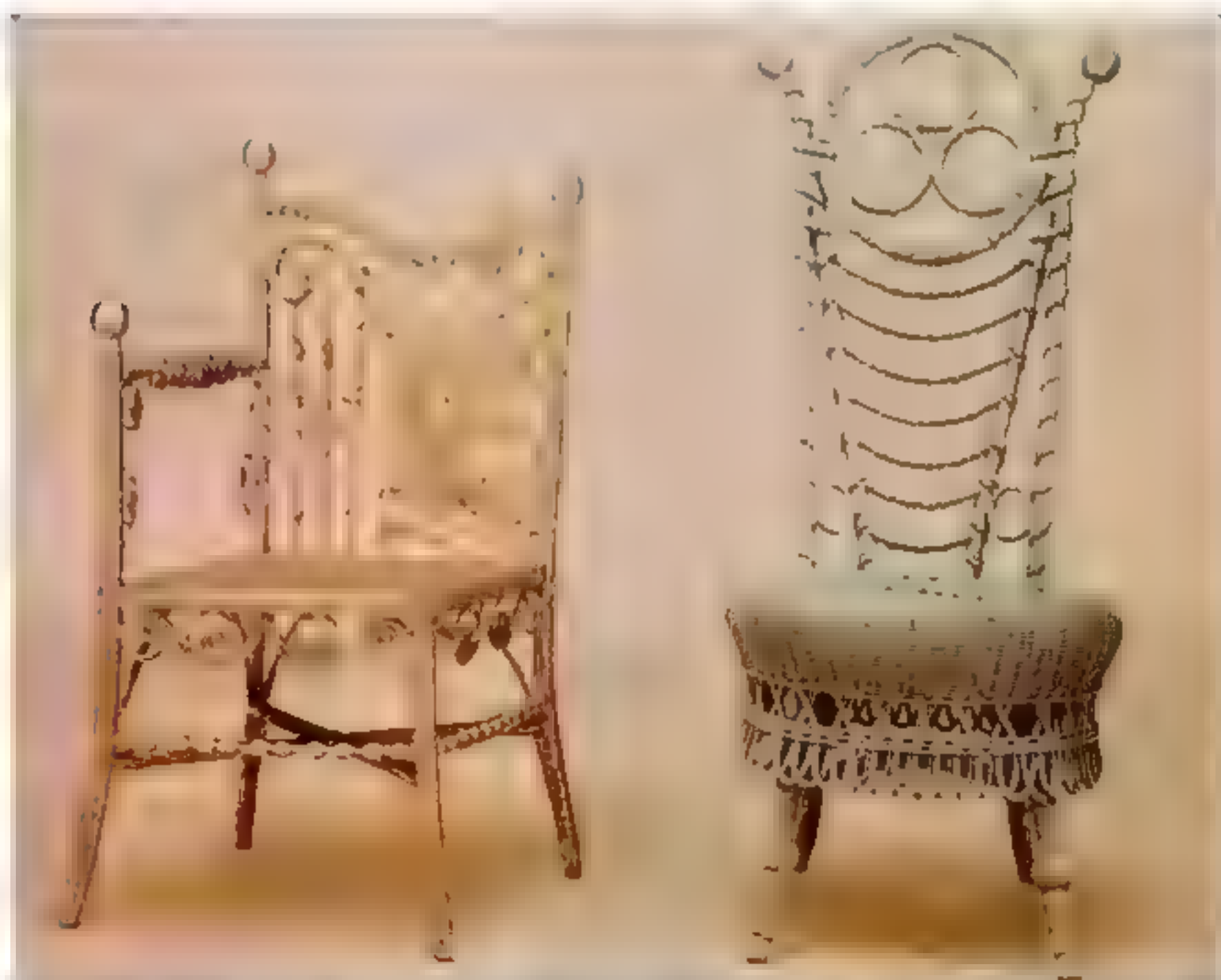
NEW YORK HISTORICAL SOCIETY AND PRIVATE COLLECTIONS



CIRCULAR SOFA with purple seat and potted palm in center furnished in elegant drawing room. Derived from French and Oriental designs,

this piece had a well-known cradle counterpart with board seats surrounding a radiator in waiting rooms of U.S. railroad stations of the period.

LEFT AND BELOW: PETER LINGWOOD, ANTIQUES, NEW YORK



ELABORATE CHAIRS show how widely the Victorians roamed to borrow designs and materials. The gilded corner chair has a rendering of

Duncan Phyfe's famed lyre back design. Ladder-back design of tall chair is Colonial. Rattan used to make these pieces came from Pacific islands.



TIFFANY GLASS above includes, top left, a domed lamp shade with stained glass panes shaped to resemble the convolutions of the flower. Next

is a leaded green glass shade with band of fruit design. The center shade with dripping wisteria clusters was one of Tiffany's favorite and most admired designs. Be-

Eye-filling creations in colored glass

The Victorian fondness for glowing color and densely textured materials led to a widespread use of stained glass in private homes. The pioneer American artist in this medium was Louis Comfort Tiffany, son of the famous New York jeweler, who designed or manufactured all of the objects shown above. At his Corona, Long Island, factories Tiffany experimented with the chemistry of colored glass and produced new types which he pieced together in intricate mosaics of flowers, fruits and



side, it are small lily-shaped lampshades and at upper right a shade of roughly textured chunks of glass fitted together to resemble uncut gems. Smaller objects,

abstract gems. Five of the examples above are glass shades for electric lamps, which began to illuminate U.S. homes in the 1880s. Such shades, and the many cheaper imitations that followed, became set pieces in the American parlor.

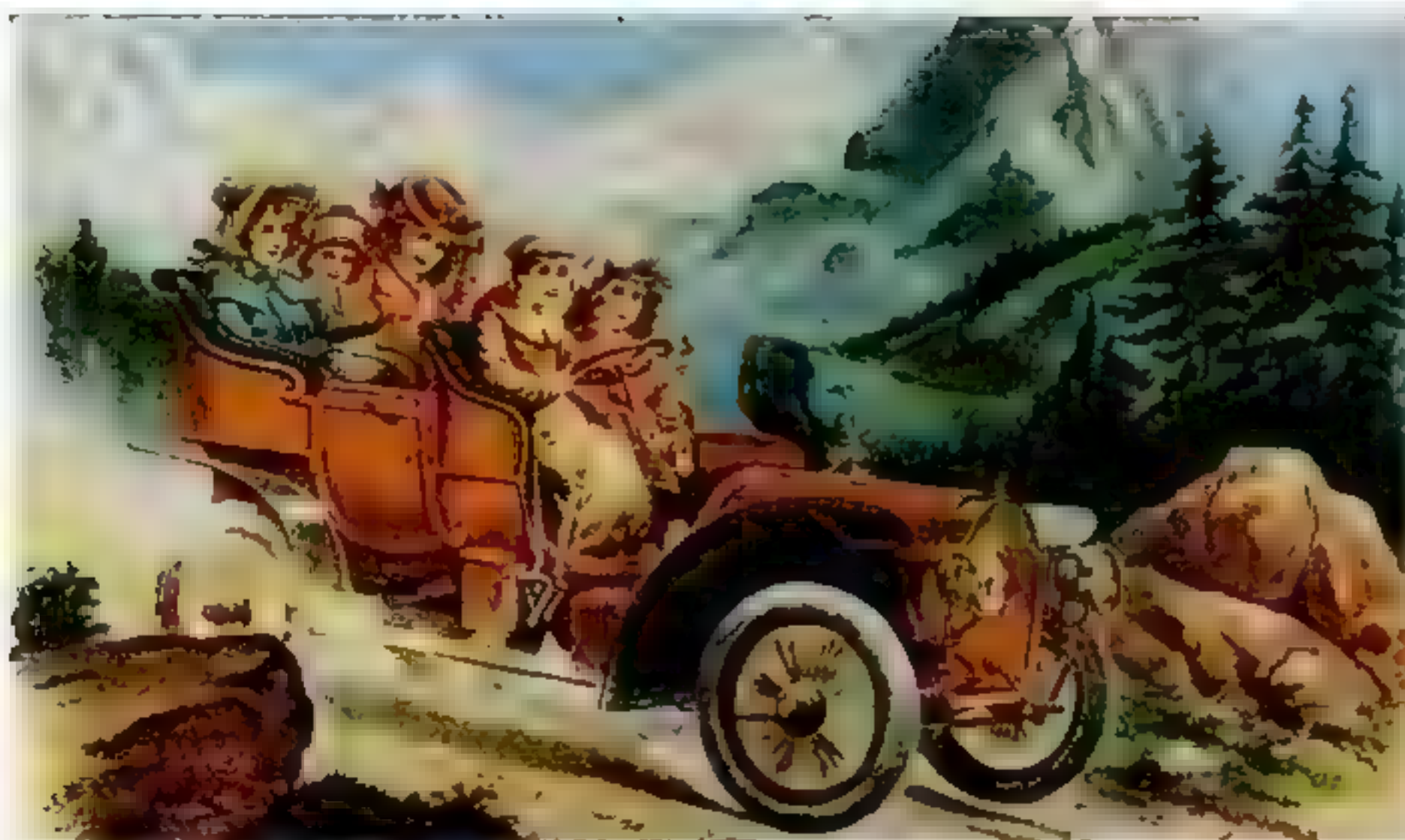
Tiffany also invented an iridescent glass of softly changing colors and uneven thickness which he called favrile glass, after the Latin word *faber*, for artisan. This he used for snazzy vases and dishes in delicate

all made of Tiffany favrile glass are, from left: bulb-shaped vase, three-lanell vase, ribbed bowl, compute with *retourné* rim, fluted footed vase, lily pad vase,

patterns based on flowers and leaves. Toward the end of the century Tiffany became a leader in the *art nouveau* movement which sought to break away from the heavy ornamentation of the mid-Victorian and use less ornate, more natural designs. This is illustrated in the bronze standards of the Tiffany lamps shown above. Those at the left and center are cast in writhing, complicated masses of roots and branches, while the plain and fluted examples at the right are lean and simple in their design.

CONTINUED

Shapes of the



FUN OF MOTORING is the theme of this picture from a 1907 child's book. Actually there were few roads as smooth as this and fewer teenage

drivers. The car shown here has a body designed like an old-time stagecoach, with emergency brake and gear shift realistically set on the running board.

During this period's industrial boom the American nation of craftsmen and tinkers became a nation of mechanics and engineers. Henry Ford, a child of his times, mastered the old American skill of watchmaking before he was 15, then went on to become an expert operator of steam traction engines, chief engineer of the Detroit electric company, and, in 1896, the builder of his historic gasoline buggy. The engine alone was novel in this first Ford car; its body was merely a box with a seat on top, the wheels were like a bicycle's, the steering lever was like an electric trolley's.

Other U.S. automakers of the 1890s designed them as expensive, handbuilt vehicles whose body styling imitated fine carriages. Gradually a distinctive automobile design developed out



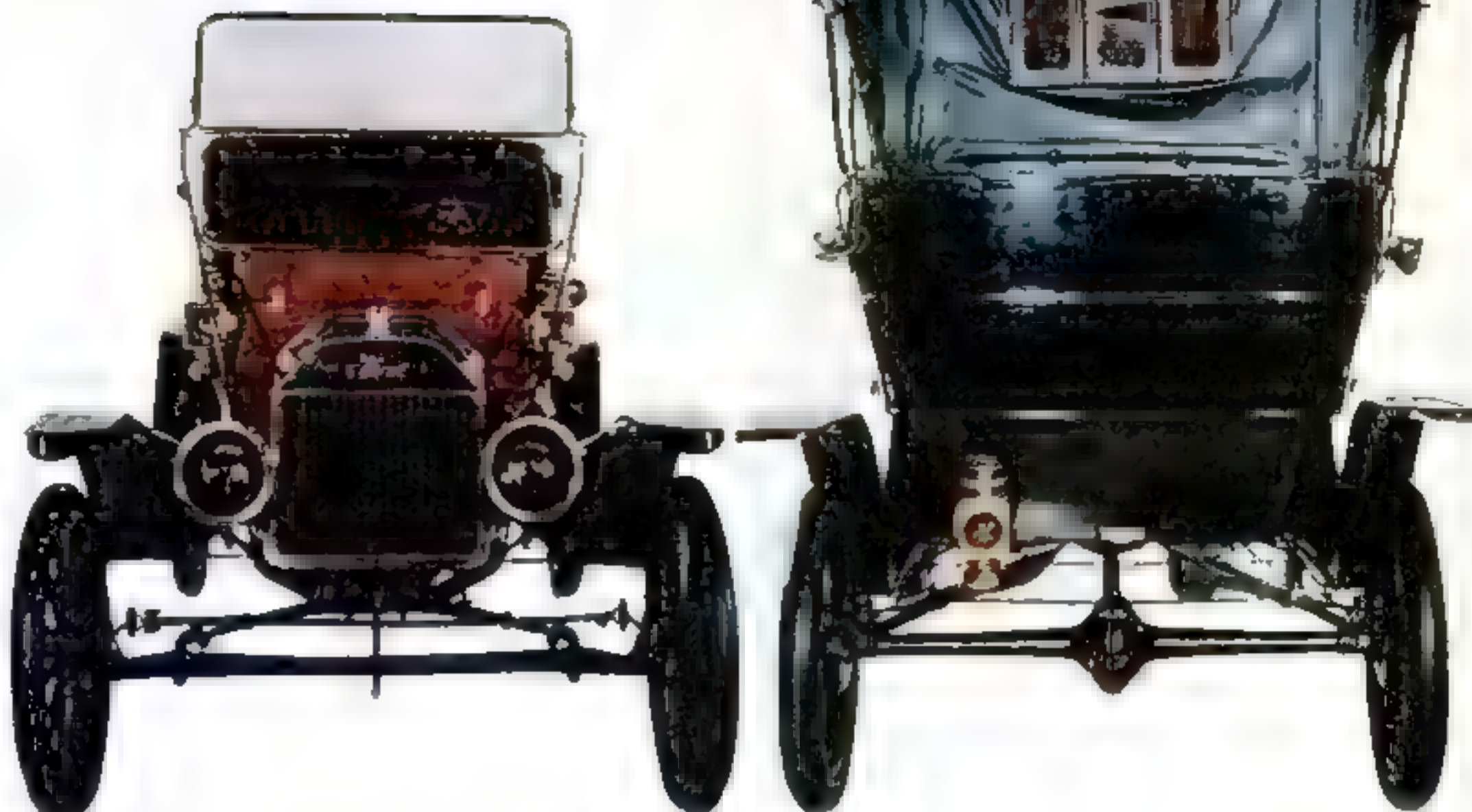
VINTAGE MOTOR CARS from the Henry Ford Museum at Dearborn, all in running condition, are displayed above against a village blacksmith shop where early motorists went for repairs. At left is a luxurious Oldsmobile Limited of 1910,

which sold for \$5,000 when new and can still do 75 mph. Its 13 x 5 tires are the largest ever used on a U.S. pleasure car. In front is a three-wheeled Duryea gasoline trap of 1896, with a slipper-shaped body lacquered and finished like a fine

new auto age

of the new materials used (metal instead of wood), the engineering problem of accommodating a motor and transmission, and practical driving needs. Early American autos generally had high wheels to lift them above muddy roads, flared bodies to hold several passengers, detachable leather sides and top to keep out the rain, brass-trimmed acetylene lamps for decoration and light.

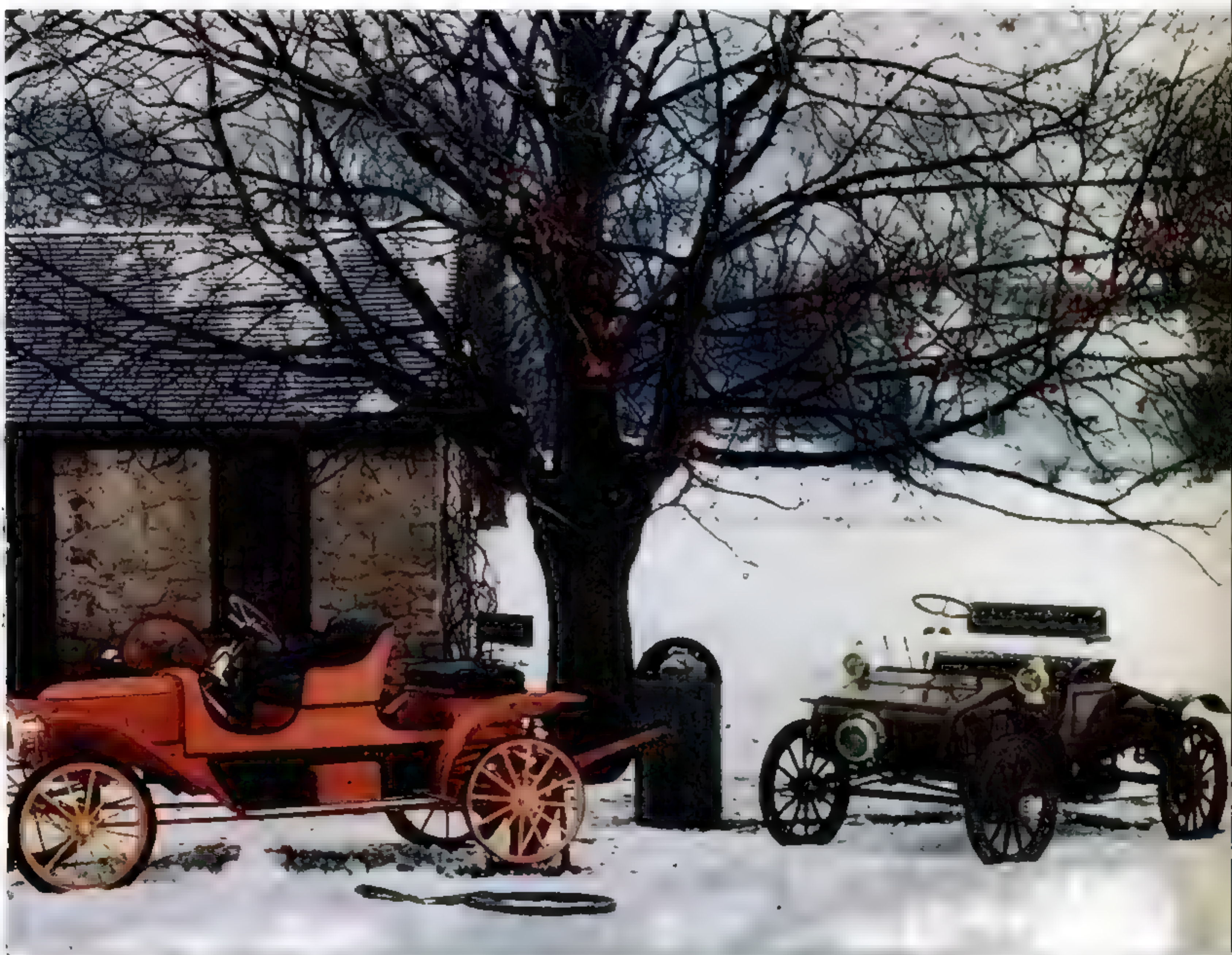
In 1908 Ford brought out his four-cylinder Model T, whose severely plain design was determined by the assembly-line techniques which produced it. There was not much conventional beauty in the puddle-straddling Model T. But its sturdy frame and magneto-fired engine along with its rock-bottom price sold 15 million cars before the type was discontinued in 1927.



HENRY FORD MUSEUM, DEARBORN, MICHIGAN

FORD MODEL T of 1908, photographed fore and aft, had crank for starting the four-cylinder, 20 hp engine, elliptic springs over axles to give

flexibility on rough roads. Differential is enclosed midway on rear axle. Most cars had steering wheel on right. Model T popularized the wheel on left.



carriage. In doorway is a 1909 Chalmers Detroit speed roadster, a forerunner of today's sports cars. The bright red car with one wheel lifted for a tire change is a 1910 Stanley Steamer, which was powered by a small steam boiler and two-cylinder

sliding valve engine. At the right is the "Old Pacific," a one-cylinder Packard roadster with a maroon-painted wooden body and a chain drive which sped from New York to San Francisco in 52 days in a 1903 transcontinental road test.



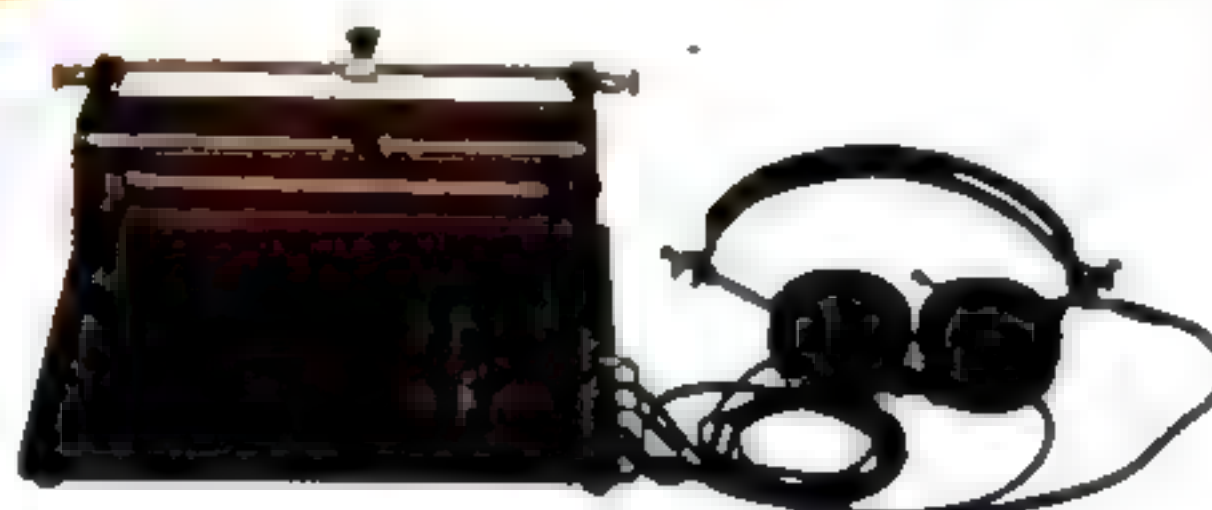
TYPEWRITER, an 1880 Hammond, has wood keys. Type is on a revolving metal ring.



TELEPHONE was patented first in 1876. This wall type with dial was made about 1904.



PHONOGRAPH with morning-glory horn was the Edison Model D, made about 1908.



RADIO SET (right) used crystal detector of type invented by G. W. Pickard in 1906.

Inventions for livelier living

These were the years when Thomas A. Edison invented his electric bulb and recited "Mary Had a Little Lamb" to a tin-foil cylinder that became the first phonograph record. Alexander Graham Bell studied the human ear in a Boston hospital and then invented the telephone. George Westinghouse Sr. designed threshing machines (below) and his son George Jr. invented the air brake. The typewriter made the stenographer possible.

These inventions stepped up the pace of daily work and living of the American people. The gargantuan wheel of George Washington Gale Ferris, shown opposite in an advertising poster, was designed for their pleasure at the Chicago world's fair of 1893. Constructed of new, tough bridge-building steel—which also made the skyscraper possible—the Ferris wheel weighed 2.8 million pounds, turned on 140,000-pound axle.



THRESHING RIG of 1880s was powered by a "Rubicon" steam traction engine which hauled the Westinghouse separator (right), drove it by belts and wheels. Grain came from chute at side of separator, straw was stacked in rear.

FERRIS WHEEL of 1893 (opposite) stood 264 feet high, carried 60 passengers per ride in each of its 36 cars. The wheel took in \$1 million at Chicago fair, \$250,000 more at St. Louis fair in 1904. Then it was dynamited into scrap.

THE
FERRIS WHEEL
MIDWAY PLACANCE
WORLD'S
COLUMBIAN EXPOSITION
CHICAGO 1893



HIGHEST LINE OF VISION, 256 feet.

HIGHEST POINT OF WHEEL, 264 feet.

DIAMETER OF WHEEL, (center of pins) 250 feet.

TOTAL WEIGHT OF WHEEL AND CARS, 2500 tons.

TOTAL WEIGHT OF PEOPLE PER TRIP, only 150 tons.

STEEL FORGED—largest ever made.

TIME REQUIRED FOR ONE TRIP, 20 minutes.

DUPLICATE REVERSING ENGINES, 1000 horse power each.

TOTAL WEIGHT of wheel, livers and machinery, 4300 tons.

CARRYING CAPACITY, 36 CARS, at 1200 lbs. each.

WHEEL, 1000 lbs. each.



TRADITIONAL TUDOR STYLE was massively enlarged in this 1874 Newport mansion designed by H. H. Richardson for William Watts Sherman, a New York millionaire. The pretentious Victorian facade is a mixture of shingle,

stone, pink stucco, obtrusive brick chimneys and half-timber decoration. But in widening the bulk of the house to accommodate his client's way of life the architect has given it a horizontal silhouette that foreshadows modern treatment.



AMERICAN SHINGLE STYLE flourished at New England seaside resorts and westward as far as Colorado Springs. This attractive example at Bristol, R.I. was designed in 1887 by the fashionable firm of McKim, Mead & (Stanford)

White. Clean-cut and commodious in its triangular lines, this is essentially a very wide, flattened-out Cape Cod cottage covered with rough-textured shingles. It is now the summer home of Paul C. Nicholson Jr., a Providence file manufacturer.



HORIZONTAL STYLE of this 1903 house at Springfield, Ill. was the creation of Frank Lloyd Wright, who began his career as a draftsman for Louis Sullivan at Chicago in 1887. Wright's "prairie houses," of which this is an early

example, were designed for the wide open landscape of the Midwest, with low ground hugging lines and ample expanses of windows. Arched doorway and leaded glass decorations in this house, however, still follow traditional patterns.



TACOMA BUILDING at LaSalle and Madison Streets, Chicago was first skyscraper in which outer walls were supported by the riveted steel skeleton.

Spreading out, stretching up

The steel frame skyscraper was the crowning glory of Victorian inventiveness and engineering skill. When business offices jammed the downtown districts of cities, every foot of real estate became precious and multistory buildings became a necessity. The safety elevator, invented in 1852, made such buildings practical. New methods of heating, lighting and sanitation and new materials—mass-produced steel, reinforced concrete, ceramics and glass—were developed for their construction.

In Chicago, a new generation of architect-engineers broke brilliantly with the past to design the world's first skyscrapers. The 10-story Home Insurance Building designed by William Jenney in 1885 had a steel and iron frame which required some support from surrounding masonry. In 1887 William Holabird and Martin Roche designed the 14-story Tacoma Building (*above*) in which, for the first time, the steel skeleton supported the brick and terra cotta outer walls, which thus served only as a curtain. The projecting cornice on the Tacoma Building and the rusticated stonework of the Flatiron Building (*right*), designed by Chicago's Daniel Burnham, are transitional decorative features which had no structural function. But buildings like these began the soaring skylines which are the pride and chief adornment of U.S. cities today.

As commercial buildings climbed higher and higher, Victorian domestic architecture spread out wider and developed eventually into the modern horizontal home style (*opposite page*).

FLATIRON BUILDING at Fifth Avenue and Broadway, New York, built in 1902, crowds 200,000 square feet of floors on a triangular 10,000-foot plot. →



Just one instant...BAKER'S INSTANT
...for a hot treat when it's cold outside



Topped off with a plump white marshmallow . . . rich with all the flavor of milk chocolate . . . a delicious, nourishing winter drink in seconds with Baker's!

BAKER'S
4 pkts 1 cup MIX
INSTANT

Makes the best **HOT or COLD**

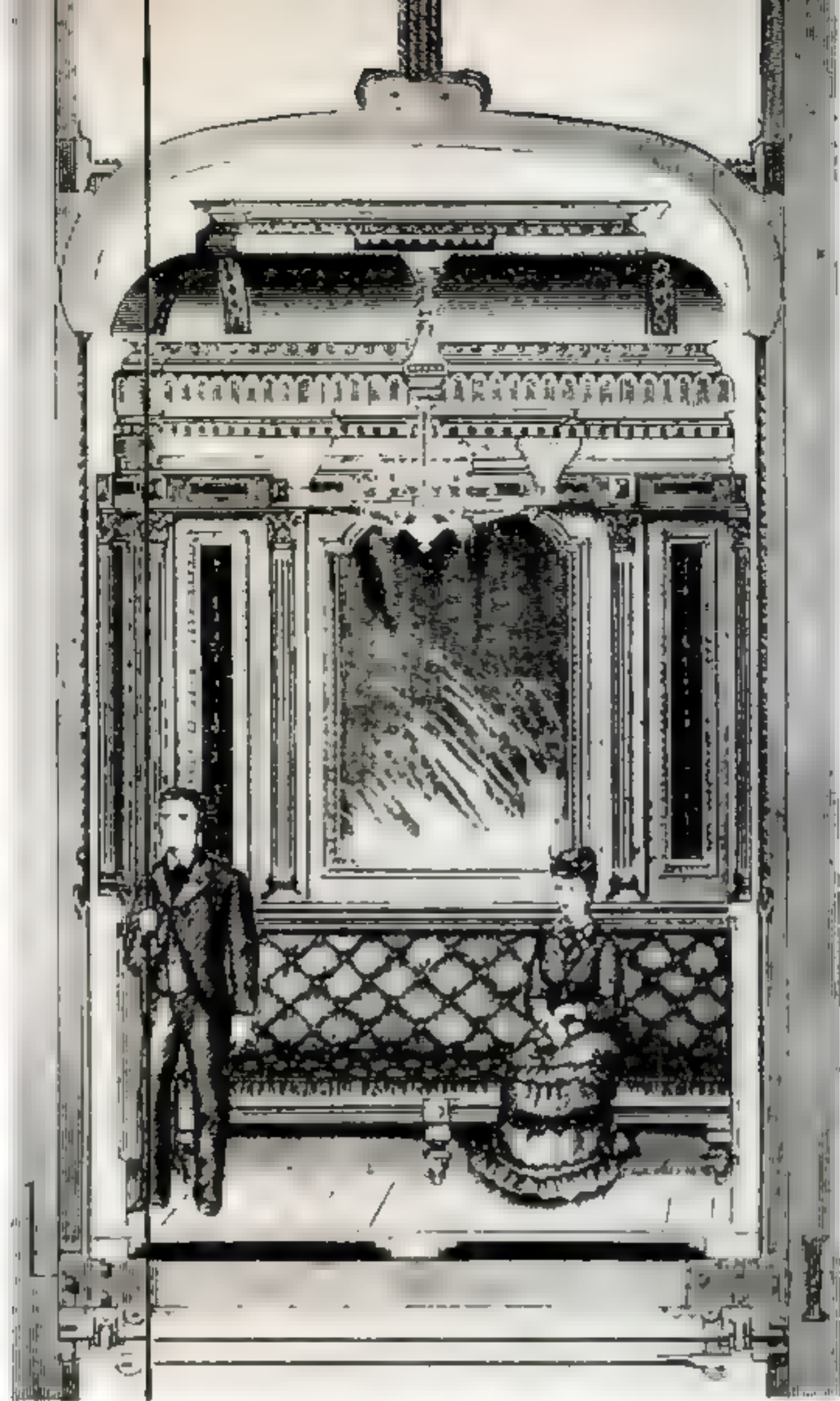
Pat. & Reg. U.S. & Can. © 1965 Baker's

Only Baker's gives milk that favorite "milk-shake" flavor...hot or cold!

VICTORIAN AGE

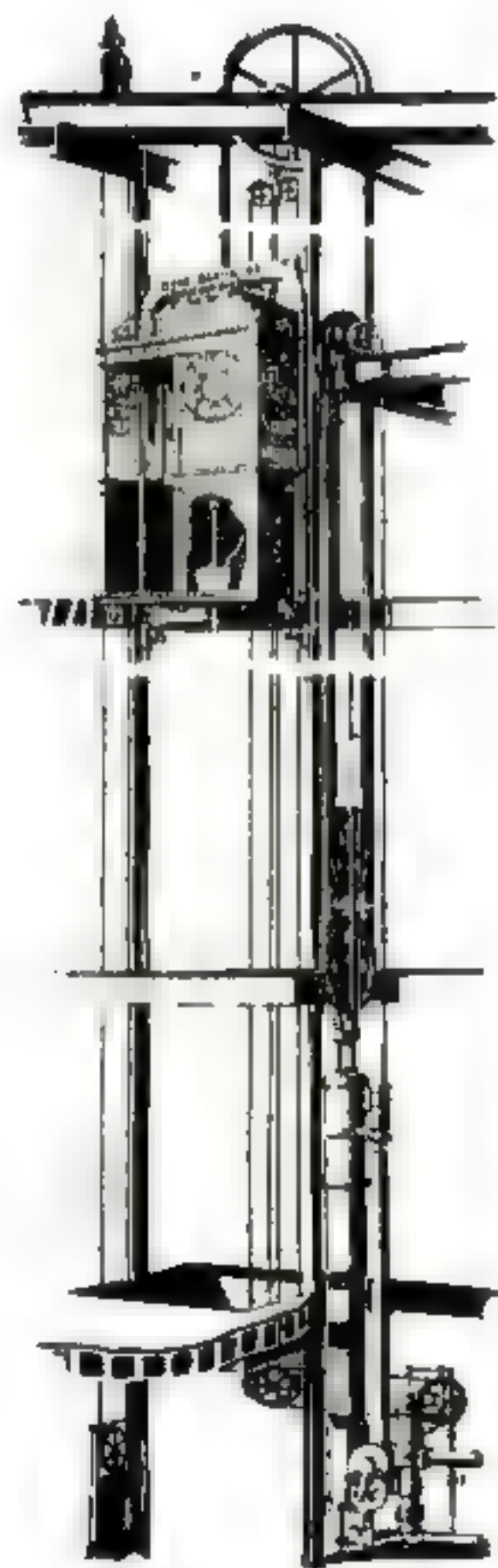
CONTINUED

ELEGANT ELEVATOR car of 1881 was lit by gas through a flexible tube and furnished with mirrors, ventilators, a sofa bench for ladies and much carved and gilded woodwork. The operator pulled the rope up or down to start flow of water through the valves below and move the car.



The wonderful vertical railway car

The convenience that every skyscraper had to have was a passenger elevator or, as it was often called, a vertical railway car. The first safety elevator for human cargo was installed in a Manhattan store in 1857 by Elisha Graves Otis, a farm-born Vermonter who went on to improve the invention and establish a famous business. The earliest elevators were steam-powered and lifted by ropes which wound around steel drums. After 1878 the hydraulic cylinder of Cyrus Baldwin of Boston (left) provided a more even flow of power and extra safety.



HYDRAULIC LIFT in use after 1878 is shown above. Wire ropes supporting elevator are attached to piston inside tall water-filled cylinder at lower right. As the valves shift water under pressure from bottom of cylinder to top, the piston moves down and the car goes up—or vice versa.



SAFETY ELEVATOR of 1853, used for freight, had upright racks with slanting teeth lining both sides of shaft and paws or "dogs" attached to the car. Here inventor Otis is shown crying "All safe" as rope is cut and "dogs" engage the ratchet-like teeth to stop the car's fall.

NEW!



It's a Cash Register!
It's an Itemizer!
It's an Adding Machine!

Victor Duomatic Sells for Less

than any other itemizing
cash register!

Buy the New Victor Duomatic with the features of an adding machine and cash register combined!

Yes, the new Victor Duomatic does DOUBLE-DUTY . . . itemizes every sale on tape, designates clerk or department, totals sales, and gives grand total of full day's cash receipts. Also, as an adding machine, it prints, adds, subtotals and totals amounts on tape *without* disturbing the day's cash total.

The Duomatic's modern, rugged Fiberglas case won't chip, crack or dent. All these advantages, and the Duomatic sells for less than any other itemizing cash register!

Call your Victor Factory Branch in major cities or mail coupon below. **FROM ONLY \$275⁰⁰**

VICTOR ADDING MACHINE CO.

Chicago 18, Illinois

Victor-McCasky Limited—Galt, Ont.

Manufacturers of Business Machines,
Cash Registers, Business & Industrial Systems,
Electronic Equipment, Electric-Cars

Victor Adding Machine Co., Chicago 18, Ill.
Please send me complete details on the New Victor Duomatic and the name of the nearest dealer

Name _____

Address _____

City _____ State _____

A full year's pleasure...free!

...when you buy the Ampro
Hi-Fi Two-Speed Tape Recorder

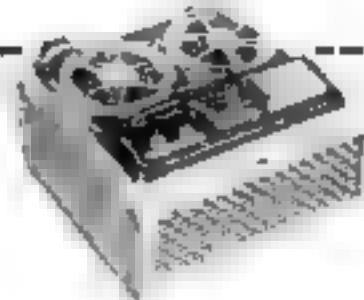
*All yours
to enjoy
all year
—free!*

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Tape-of-the-Month Club
12 preview tapes . . .
one each month for a year
Full-length tape selection
of your own choice



CONSOLE SPEAKER AS SHOWN \$109.95

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Ampro Hi-Fi Two-Speed Tape Recorder

Records anything, plays back
instantly! Electro-Magnetic
"Piano-Key" Controls; Auto-
matic Selection Indicator,
Automatic Tape Cut-Off.
Handsome styled cabinet.
Model 758 (as shown), \$249.95.
Model 758-T with built-in AM
radio, \$284.45.

It's the year's most exciting home entertainment
idea! You get the superlative Ampro Hi-Fi Two-
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recorded, superbly reproduced . . . a \$10.95 value
. . . all for the price of the tape recorder alone!
You'll enjoy its boundless versatility—create your
own "audio-album," use it as a tutor, secretary,
critic. See the Hi-Fi Two-Speed at your Ampro
dealer's . . . hear it . . . buy it and get your free
Recorded Tape-of-the-Month Club membership
with all its benefits. It's a wonderful way to dis-
cover the wonderful world of sound!

Recorded Tape-of-the-Month Club

Selections cover every important area of the entertainment
world—classical music, symphonies, jazz, folk songs,
popular tunes, opera, dramatic readings. Ask your Ampro
dealer for full details. (Offer expires May 31, 1956.)

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VICTORIAN AGE CONTINUED



FUNCTIONAL DESIGN is shown by the clean-cut ver-
tical surfaces and maximum use of windows in Sullivan and
Adler's Guaranty Building which was built in Buffalo in 1895.

The form that follows the function

Out of the conflict of old and new architecture
there emerged an American genius, Louis Sul-
livan, and an American functional style based
on Sullivan's work and ideas. Boston-born and
Paris-schooled, Sullivan was a busy member
of the Chicago group of architects who invent-
ed and engineered the skyscraper. Sullivan was
the first to realize fully the skyscraper's revo-
lutionary meaning: that henceforth large build-
ings with steel frames need not be planned as
one story on top of another but could be han-
dled as units of unlimited size and varied shapes to suit the needs of
owners. The Guaranty (now Prudential) Building (*above*), designed
by Sullivan and Dankmar Adler, has the simple, rectilinear lines
that go naturally with its frame and its purpose as a business beehive.
Sullivan's teaching, that "Form ever follows function . . . this is
the law," has become an axiom today for all the world's architects.



SULLIVAN

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NEXT IN SERIES: PART IX
THE MODERN SKILLS



7 1/2 horsepower operates washing platform

This new Motor Oil can give your car 5 to 10 more horsepower

You can get 5 to 10 more horsepower by using Shell X-100 Motor Oil Premium. This is a real power gain . . . enough to raise a washing platform to the top of a skyscraper!

Here's the story:

Your engine always starts cold, rarely warms up fully—especially in colder weather. Since conventional motor oils do not flow freely when cold, they waste horsepower.

Shell's new motor oil flows freely even in a cold engine. It can save you the 5 to 10 horsepower you

lose with ordinary oils. And it gives you this saving in the type of short-trip driving you do every day.

What's more, X-100® Premium protects your engine by stopping acid action—the major cause of engine wear.

See your Shell Dealer. Tell him you want the best—the finest protection your engine can have.





Both these hands were soaked in detergents. Only the *right* hand was given Jergens care.

You, too, can prove: Jergens Lotion heals "detergent hands"

Prove this the way 447 women did in a scientific test.* Soak both hands in household detergents 3 times a day. (You probably do this anyhow.)

To heal day-to-day detergent damage — apply Jergens Lotion to *one* hand. See how smooth and lovely that hand stays. How rough and red the other becomes. Put any other lotion to this test. You'll find: Jergens wins out!

When hands are red and rough from detergents — Jergens Lotion heals

For Jergens Lotion is more than a mere surface coating. It doesn't "glove" your hands

with a tacky film. Jergens penetrates to the damaged area. And right there where the hurt begins, Jergens Lotion heals.

When hands are chapped, cracked from wind and cold — Jergens heals

For over 50 years Jergens' formula has been constantly improved. Constantly new "miracle" ingredients have been added for keeping hands lovely. *Today* Jergens is the perfect hand care of millions of women. A rich, creamy, non-greasy lotion that *beautifies* while it *heals*. Still 10¢ to \$1.00, plus tax.



*Notice to doctors and dermatologists — for a summary of above report write The Andrew Jergens Co., Cincinnati, Ohio



QUARTET OF CLOWNING. BOYS ACT LIKE ANGRY GNOMES; GLENN FRIEDMAN (SECOND FROM LEFT) PLAYED PART; OTHERS BECAME VILLAGER, FROG, OAK TREE

A Class Full of Creators

**GROUP OF YOUNG DRAMA STUDENTS
INVENT THEIR OWN PLAY AND PARTS**

"What does a gnome look like when he's angry?" asked Miss Butterworth, and four boys began writhing and grimacing furiously. "What does a forest sound like at night?" Youngsters around a piano began to make noises like a night wind.

These questions were asked and responses given in a school gym in the town of Greenburgh, N.Y., where Bette Butterworth, a former TV actress, runs an after-school theater class for children. Instead of handing out parts to be read and learned, Miss Butterworth has the children create their own play. She starts by reading a story to her 60 pupils. When she finishes the story, each youngster decides whether he wants to act, or dance, or play music, or paint sets. Then each group goes off and, with occasional nudges from the teachers, gets busy creating. In two hours they frequently produce a complete play with music, scenery and choreography.

The theater class, which costs a pupil \$7.50 for a 10-week course, has a special value at Greenburgh, filling out a curriculum restricted by oversized classes and overworked teachers. For the children the course has proved wonderfully stimulating and satisfying. The 9-year-old star of one production was particularly grateful. "When I was a little girl," she explained solemnly, "I always wanted to be an actress."



TELLING STORY around which play will be built. Miss Butterworth recites tale of little girl who lives in a forest and does not know who her parents are.



DANCING CABBAGES are led by Florence Rocco (right). Since the story needed new villages, the dancers became the animals of the great forest instead.



FOREST NOISES are produced by music group. Vincent Sabatino imitates wind on Autoharp while Michael Jackson (background) makes frog noise on drum.



SETTING FOR THE PLAY WAS EXECUTED BY THE ART GROUP. AT LEFT IS THE GREAT FOREST WHERE LITTLE GIRL LIVES. AT RIGHT IS A MAGIC OAK TREE.

PRESENTING THEIR PLAY, the little girl (left) who has set out to seek her parents, finds a golden key and is about to unlock the magic oak tree (right).



UNLOCKED OAK TREE proves to be the girl's father—a king turned into a tree by a gnome. Key also changed mother (right) from deer into a queen.



New Yellow!

A richer, more delicate flavor in a Yellow Cake Mix



It took some doing but now Pillsbury has for you a new Golden Yellow Cake Mix with an even richer, more delicate flavor than the one that's been such a favorite.

But some things Pillsbury hasn't changed a bit. This new mix still makes the big, moist

yellow cake—the kind with the velvety crumb. And it's still the complete mix. No eggs to add. All you add is milk.

Still in the familiar blue and white package, too. New Golden Yellow Cake Mix—now at your grocer's. Pillsbury, of course!



Pillsbury Golden YELLOW Cake Mix

One of America's 5 best liked mixes from Pillsbury



Vanity case for

VEGETABLE GARDEN—right in a Frigidaire Refrigerator door? That's about it!

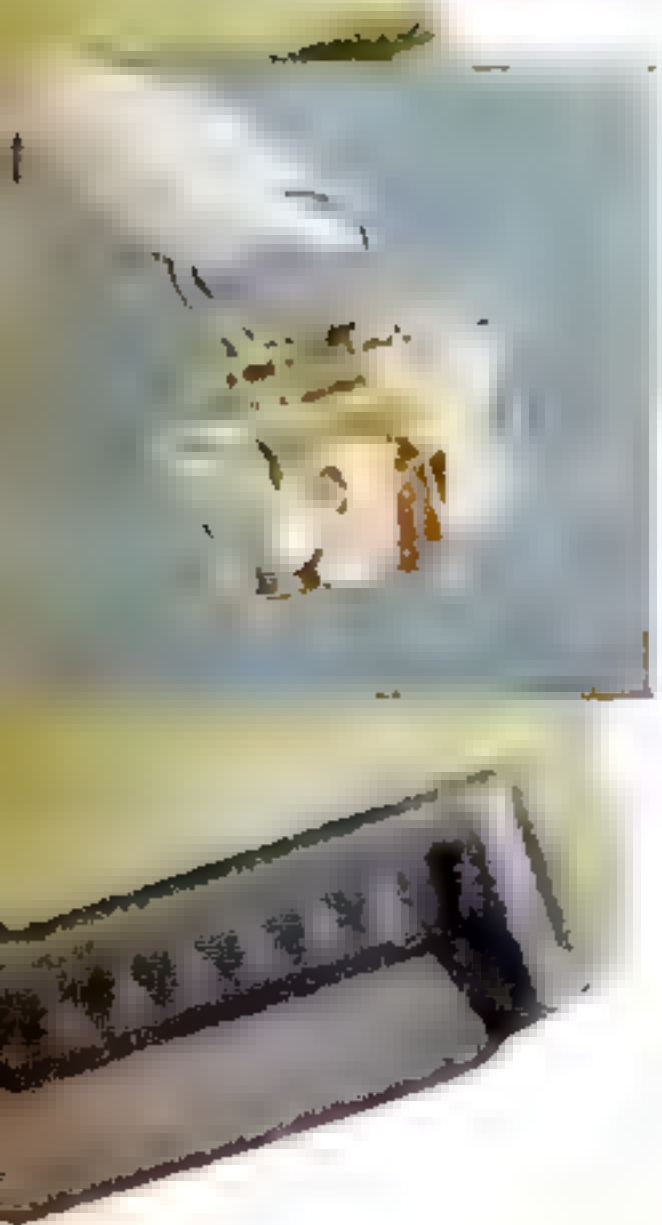
It isn't only that the Frigidaire Picture Window Hydrator is so colorfully beautiful, and shows you your fruit and vegetable supply at a glance. But lady, lady—how dewy-fresh and crisp they keep for days on end!

Tilt that Hydrator down, and you've a showcase to pick from. Lift it out—so easily—and carry it wherever you wish. You'll love that feature when your new supply has to be washed and put away!

But there's much more reason for wanting the 1956 Frigidaire Cold-Pantry Refrigerator. The Ice-Ejector, for instance, that showers down ice cubes at the push of a tray—and automatically stores them in a colder-than-ice bin where they stay separate and dry.

And those shelves that roll ALL the way out to you—as easily when heavily loaded as when empty. Shift nothing in front—just pick up that item in back that you're after.

And that hospitable door that holds—spreadable butter,





FASHION FOODKEEPER with a flair for service—the Frigidaire Cold-Pantry. In four gorgeous colors, or all snowy white.

Vegetables

cheese — leftovers, neatly boxed — bottles — jars — fruit juice cans — *you* name it.

Maybe the best of all is that your Frigidaire Cold-Pantry Refrigerator means *basically better refrigeration*. No stagnant air and odors here—"flowing cold" circulates constantly.

There's more — lots more. Styling with true glamor — snap-on color Decorator Panels to fit your kitchen décor — a host of purely Frigidaire features that make a visit to your Frigidaire dealer a thrilling experience.

FRIGIDAIRE

...the most famous name
in refrigerators



Built and Backed by General Motors

New! Chef Boy-Ar-Dee® Pizza Pie Mix

complete with mellow Italian-style cheese and Chef's incomparable Pizza Sauce!



Imagine—now you can serve this tantalizing Italian dish just as it's served in Naples—sizzling, savory, seasoned to perfection.

It's so easy with Chef Boy-Ar-Dee Pizza Pie Mix! Everything you need comes in one box—complete makings for tender, hearty crust... zippy, tomato-rich sauce, ready to use...even grated Italian style cheese to sprinkle on top.

Baking time—only 15 to 20 minutes. Eating time—almost any time!

You'll love Chef Pizza, for example, as a tasty "fill-'em-up" lunch for the youngsters. And as the basis for a real Italian family dinner when you serve it with tossed salad, and fruit for dessert. (Each box makes 5 meal-size servings.)

But above all, try Chef Pizza for company snacks. Cut it in bite-size bits for appetizers. Serve in generous wedges for TV nibbling and late-evening party fare. Guests really gobble it up!

Remember to get a box—or two—tomorrow.

THE TRIALS OF UNCLE DANIEL

Incorrigible saint disrupts community in new comedy

Because he loved Cracker Jack, Uncle Daniel Ponder went every day to the village candy counter. There he fell in love with the slow-witted salesgirl, Bonnie Dee, and with his customary generosity gave her all his box prizes. One was a golden ring, which convinced Daniel that he was destined to marry Bonnie Dee. Three months after the wedding he was accused of murdering his bride.

The vicissitudes of Uncle Daniel, who is idolized in his little southern home town, are paraded in a new Broadway comedy, *The Ponder Heart*, adapted by Joseph Fields and Jerome Chodorov from a short story by Eudora Welty. As Uncle Daniel, David Wayne carries the show along with his characterization of an incorrigible saint who is almost undone by his love for Bonnie Dee—played by a relative newcomer to Broadway, Sarah Marshall, the daughter of Herbert Marshall and Edna Best.

As a play, *The Ponder Heart* is scarcely more than a series of comic portraits suffused with a sunny glow of well-being. Bent on proving that a saint among ordinary men can be as disruptive as a tiger in a parlor, it builds up to a hilarious scene in a courtroom (p. 114) where justice is finally served, but the dignity of the law suffers almost beyond repair.

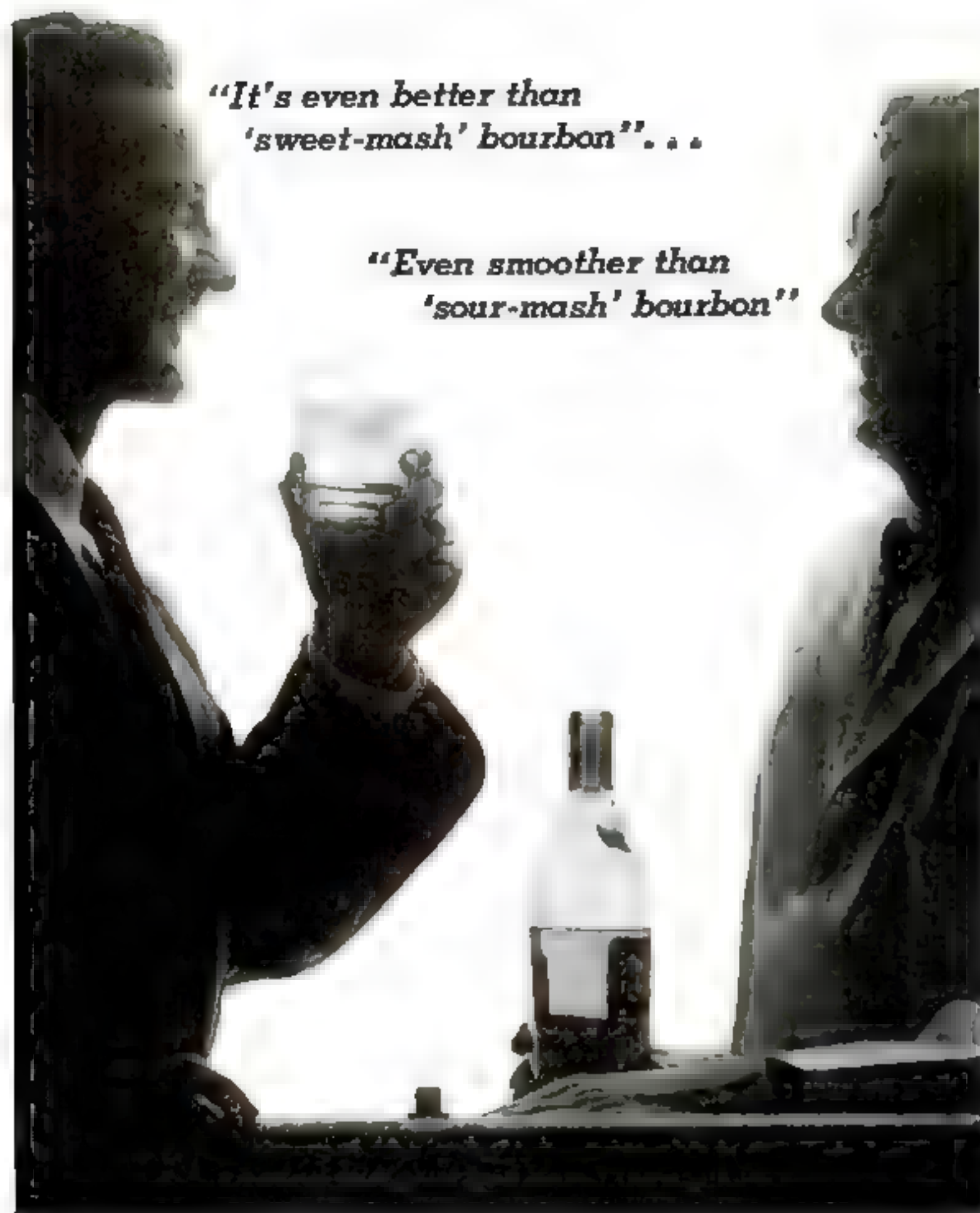


WITH HIS BRIDE, Uncle Daniel (David Wayne) kneels to show his niece how he has proposed to

barefooted Bonnie Dee (Sarah Marshall) who is more thrilled by ice cream cone than her husband.



WEDDING GIFT of a gleaming electric toaster is a delight to Bonnie Dee who uses it as a mirror.



*"It's even better than
'sweet-mash' bourbon"...*

*"Even smoother than
'sour-mash' bourbon"*

The one and only "mellow-mash" bourbon...

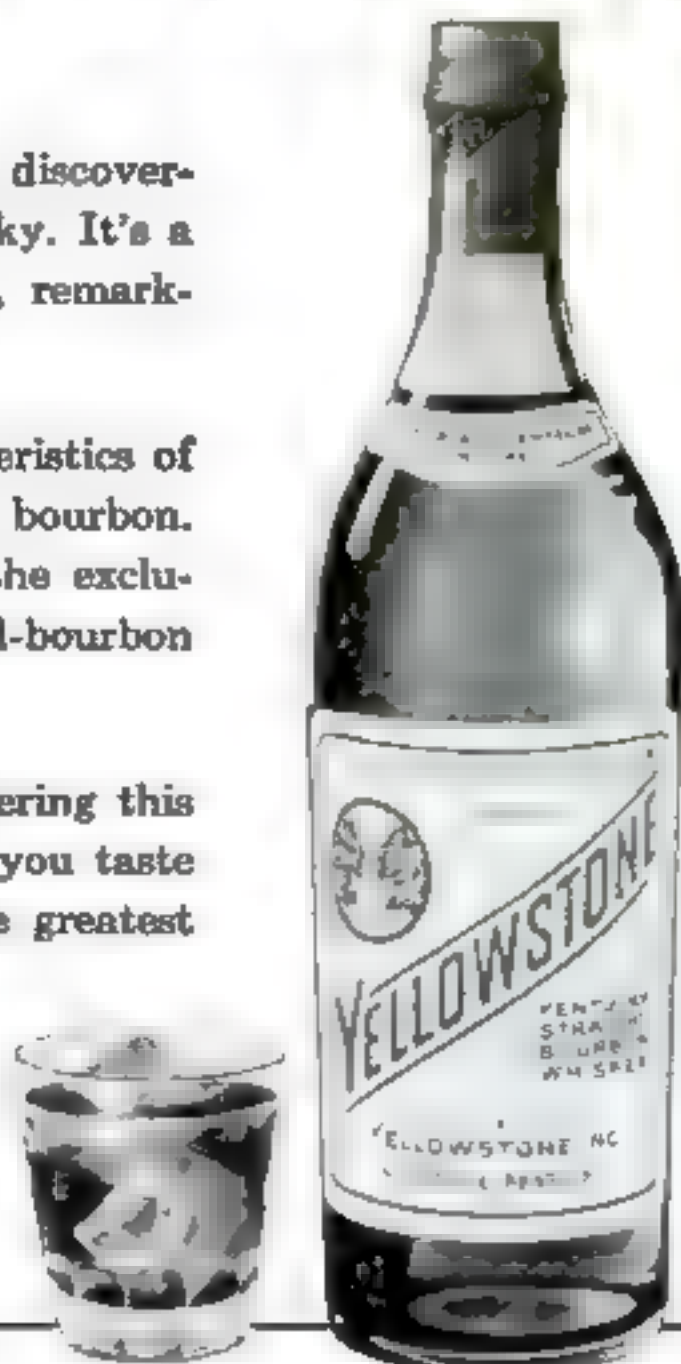
Mellow Yellowstone

For over 100 years, people have been discovering something "new" in old Kentucky. It's a different bourbon—better, smoother, remarkably free of bite.

The reason? It has the best characteristics of sour-mash bourbon and sweet-mash bourbon. It's one step better—*mellow-mash*, the exclusive Yellowstone way of achieving full-bourbon flavor with light body.

People outside Kentucky are discovering this old favorite. Why don't you? Once you taste it, you'll know why it's called "the greatest American whiskey!"

KENTUCKY STRAIGHT BOURBON WHISKEY
100 PROOF BOTTLED-IN-BOND
ALSO AVAILABLE 86 AND 90 PROOF



THE ORIGINAL "NO-BITE" BOURBON IN THE OLD KENTUCKY BOTTLE!

Distilled and bottled by Yellowstone, Inc., Louisville, Kentucky, Division of Glenmore Distilleries Company

TRIALS OF UNCLE DANIEL CONTINUED



BONNIE DEE'S FUN is playing jacks with housekeeper (Juanita Hall), whom she tries to beat with jinx sign. She stores her toys in refrigerator.



BONNIE DEE'S DEATH is caused by ball of lightning entering house. She dies of fright in Uncle Daniel's arms, watched by his niece with flashlight.

CONTINUED

have a breath of Paris about you . . . every day!



EVENING IN PARIS DEODORANT STICK SPECIAL LIMITED-TIME OFFER!

Here's delightful protection! A deodorant that *stops perspiration odor* all day long . . . and leaves you delicately scented with precious Evening in Paris fragrance. Marvelous *instant-dry* stick . . . glides on swiftly, neatly, without drip or mess . . . keeps underarms dry and refreshingly scented. Too, too wonderful to miss at this special price!

regular \$1.50 value **2 FOR \$1.00**





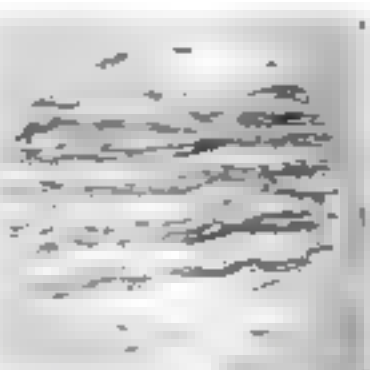
Dandruff on shoulders is excessive dandruff... a sign your scalp needs care

DANDRUFF

Why it may be
"the beginning of baldness"...

We don't claim miracles. We can't prevent baldness. Nor do we believe anyone can. But you should know the following facts about dandruff.

Dermatologists, while differing in their views as to causes of baldness, say that the condition symptomized by excessive dandruff *does* frequently lead to baldness.



1st STAGE:
Spores of Malassezia

Seborrhea

Dandruff commonly arises from a disease of the scalp called *seborrhea*. Many leading dermatologists say that a causative agent of seborrheic dandruff is a tiny parasite called the *Spore of Malassezia*—also known as *Pityrosporum Ovale*. In most men who have it, seborrhea progresses through three stages.

1. Dry white scales flake off your scalp, drop to your shoulders.
2. Moist, sticky scales appear on scalp. In many cases, hairs begin to die.
3. "Choking" of hair roots with fatty substance from glands, dead cells and dirt may occur. Result is increasingly "thin" hair, often *baldness*.

A scalp hygiene program: the Kreml Method

Watch your general health; if you're "run down," see your doctor. Apart from that—give your hair and scalp the *right kind of care*. Here is an easy-to-follow home program—the Kreml Method—used professionally by leading barbers and hairdressers:



3rd STAGE:
Bacilli shown
may be present

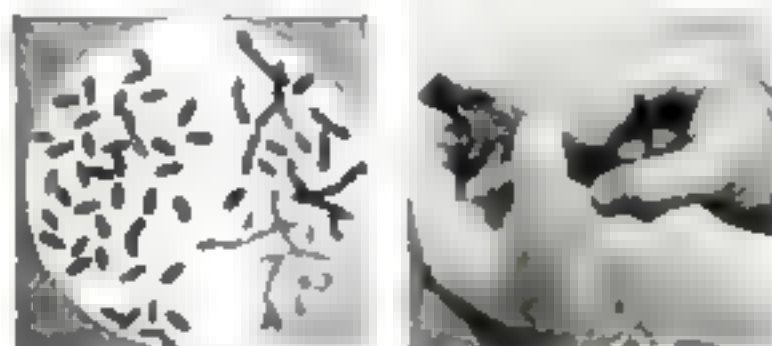
TODAY, get a bottle of Kreml Hair Tonic. And make sure you have a good

shampoo on hand. TONIGHT, start the Kreml Method of treatment. Shake Kreml Hair Tonic *generously* on to your head. Massage your scalp vigorously.

Next, apply shampoo. Work up a thick lather—*without putting any water on your head*. Now, rinse with water. Lather again. Rinse. Dry your hair thoroughly. Shake on Kreml Hair Tonic—massage it in—comb hair in place.

Tomorrow morning—and every morning: Shake on Kreml Hair Tonic—rub it in—comb hair in place. Kreml Hair Tonic contains *just enough* oil to hold your hair the way you like it. There's no greasy, plastered-down appearance.

Improvement in condition of hair and scalp should come quickly. In more



3rd STAGE: Bacilli shown may be present.
Hair growth may be affected

stubborn cases, repeat the Kreml-and-shampoo treatment again.

Inhibits growth of bacilli

There is no known permanent "cure" for seborrheic dandruff. But Kreml Hair Tonic *does* inhibit the growth of bacilli and of the Spores of Malassezia. And Kreml has helped thousands of men. Letters tell us so!

Money-back offer. Try the Kreml Method faithfully. If you are not entirely satisfied, mail Kreml label to J. B. Williams Company, Glastonbury, Conn.—tell us what you paid—and we will gladly refund your money.

Get Kreml Hair Tonic today. See how quickly Kreml makes your head *feel* better and *look* better!

KREML HAIR TONIC

TRIALS OF UNCLE DANIEL CONTINUED

COMIC CHAOS IN COURT



SAINTLY DANIEL with defense attorney (left) comforts his prosecutor (Will Geer, right), who is trying to prove that Daniel smothered his wife.



ODD EVIDENCE in the form of fig tree which has been hit by lightning is lugged into court by a Boy Scout and identified by Uncle Daniel's niece.



A PANTY SALESMAN takes advantage of a recess in the courtroom to show lady spectators some fancy samples of his latest fashions in underwear.

CONTINUED

another LINDSAY

First

NEW WATER SOFTENER WITH RUST-PROOF FIBERGLASS TANK... GUARANTEED FOR LIFE

No water softener is better than its tank. And the new Lindsay tank is the best yet! Made of fiberglass, the new Lindsay tank cannot rust, cannot corrode. What's more, it is one-piece, seamless and easy to keep clean. Guaranteed for life against rust and corrosion—you can count on your new Lindsay tank to give you oceans of wonderfully soft Lindsay Water for every family need.

Rent or buy! Call your Lindsay dealer for details. Dealers from coast to coast. For name of nearest dealer, write today.

Lindsay Water

Is a family affair

Now! DAD gets closer shaves, whiter shirts. And he knows the plumbing isn't clogging up with hard-water scale.

Now! MOM is proud of her sparkling dishes—and her smooth, soft hands. No harsh detergents needed with Lindsay Water.

Now! SIS needs less soap than before to get more suds. Now her hair is silky-soft, her complexion is smooth and clear.

Now! JUNIOR doesn't leave a bathtub ring to forget to scrub away. Lindsay Water makes the whole family look and feel better.

ME TOO!

To find out exactly how hard your water is, send 25¢ today for Lindsay's water testing kit.

THE LINDSAY COMPANY

1381 Marshall, St. Paul 4, Minnesota

Working in co-operation with these great American companies:

Libby-Owens-Ford • Owens-Corning Fiberglas Corp. • Reichhold Chemicals, Inc. • Structural Fibers, Inc.

Dealer franchises available in some areas



Only new **SUPER ANAHIST**



ANTIBIOTIC NASAL SPRAY gives you all these positive benefits

- 1 Antibiotic ingredient kills germs on contact . . .
- 2 . . . while Thonzide ingredient penetrates the mucus-barrier to reach the site of infection fast!
- 3 This results in a shrinking action on swollen membranes . . .
- 4 . . . amazing reduction of post-nasal drip . . .
- 5 . . . clearing action melts away mucus to make breathing easy . . .
- 6 . . . with fast recovery from head-cold miseries!

It's the same type therapy **Doctors Prescribe**

**Super Anahist Antibiotic
Nasal Spray is Not a
Watery Mist but Millions of Active
Congestion-Breaking Droplets**

No other nasal spray in the world gives you all six of these positive benefits. Because no other nasal spray . . . only **SUPER ANAHIST** . . . has this exclusive antibiotic formula plus Thonzide!

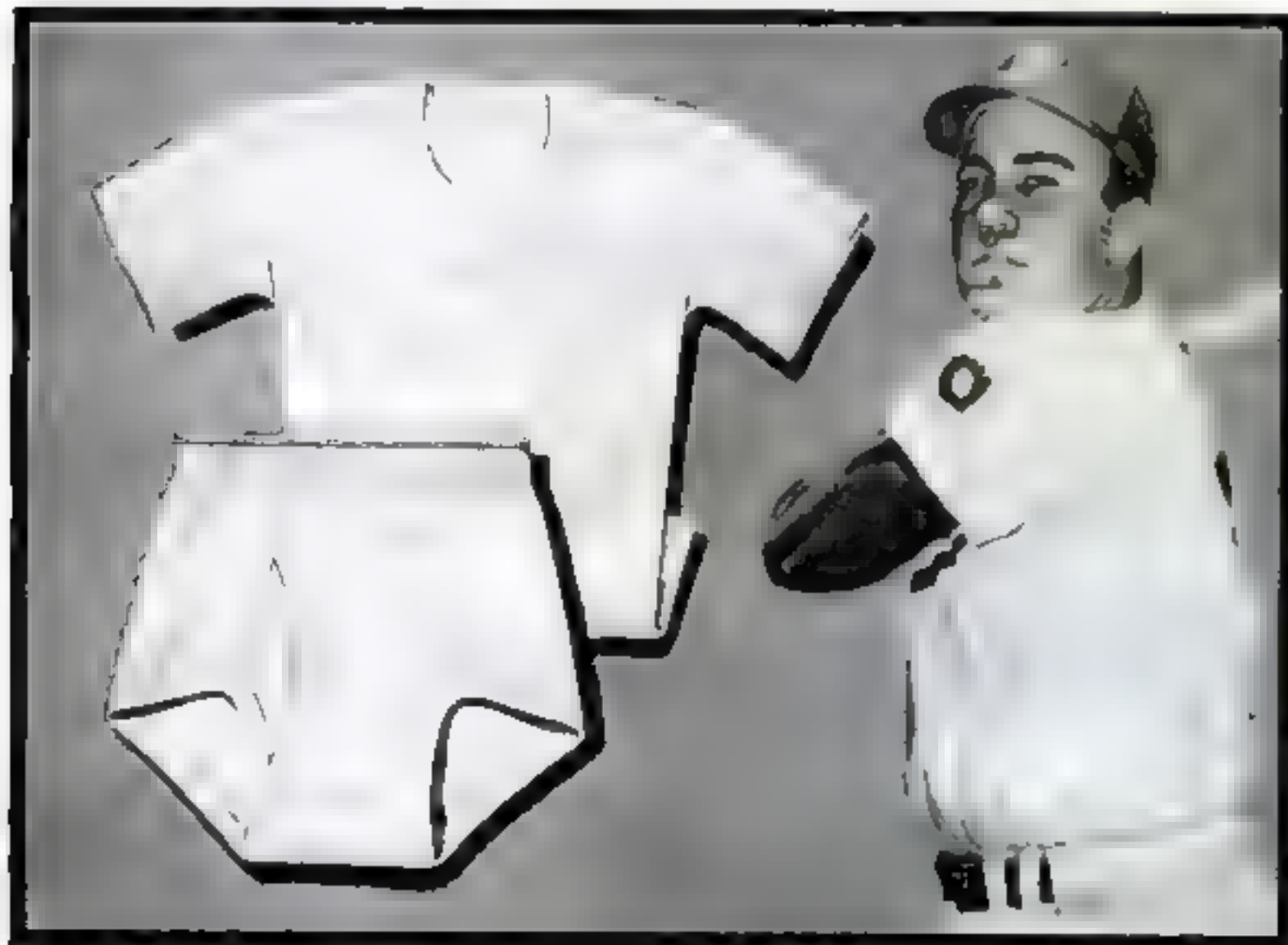
At drug counters everywhere. Get the leak-proof, pocket-size plastic container . . . today.



And on Cold Tablets, Cough Syrup or Chest Rub—
the name **SUPER ANAHIST** means "Best Medicine for Cold's Distress"

Duke Snider says:

"I've never worn underwear as comfortable." Neither have you. For Mayo Spruce is *new*—knit with modern ideas about freedom. *Dacron*-reinforced, too, to hold its shape through wash and wear. In brief—be smart, spruce up today.



SPRUCE

UNDERWEAR • SPORTSWEAR • SLEEPWEAR

Mayo Sales Corporation, 5914 Empire State Building
New York City, Selling agents for Washington Mills Company



TRIALS OF UNCLE DANIEL CONTINUED



SHAMIBLES IN COURT is created by youngsters frikking around witness stand. Mimicking his elders, boy swears in witness, knocks him into chair.



UPROAR IN COURT comes when Daniel, who promised not to testify, leaps into the stand and is dragged out. He is finally exonerated of crime.



SACONY FITS THE NEW AMERICAN WAY OF LIFE



Proportioned to fit in misses, petite, and half sizes. Hats by Emme. Castlecliff jewelry. Underneath, bras and girdles by Sacony.

Look this way—fresh and sparkling on your
busiest day in your **Sacony** suit of "Palm Beach" \$25

Run for the Commuters Special. Or for Congress. Fly to town for a matinee. Or to Hollywood to make a movie. And still look this way at the *end* of the day—no matter how madly rushed you've been. Composed. Crisp. Immaculately *tailored* in your Sacony suit. Only Sacony makes suits for you of Palm Beach, the non-wilting fabric that *never tires*. Holds its press. Shrugs

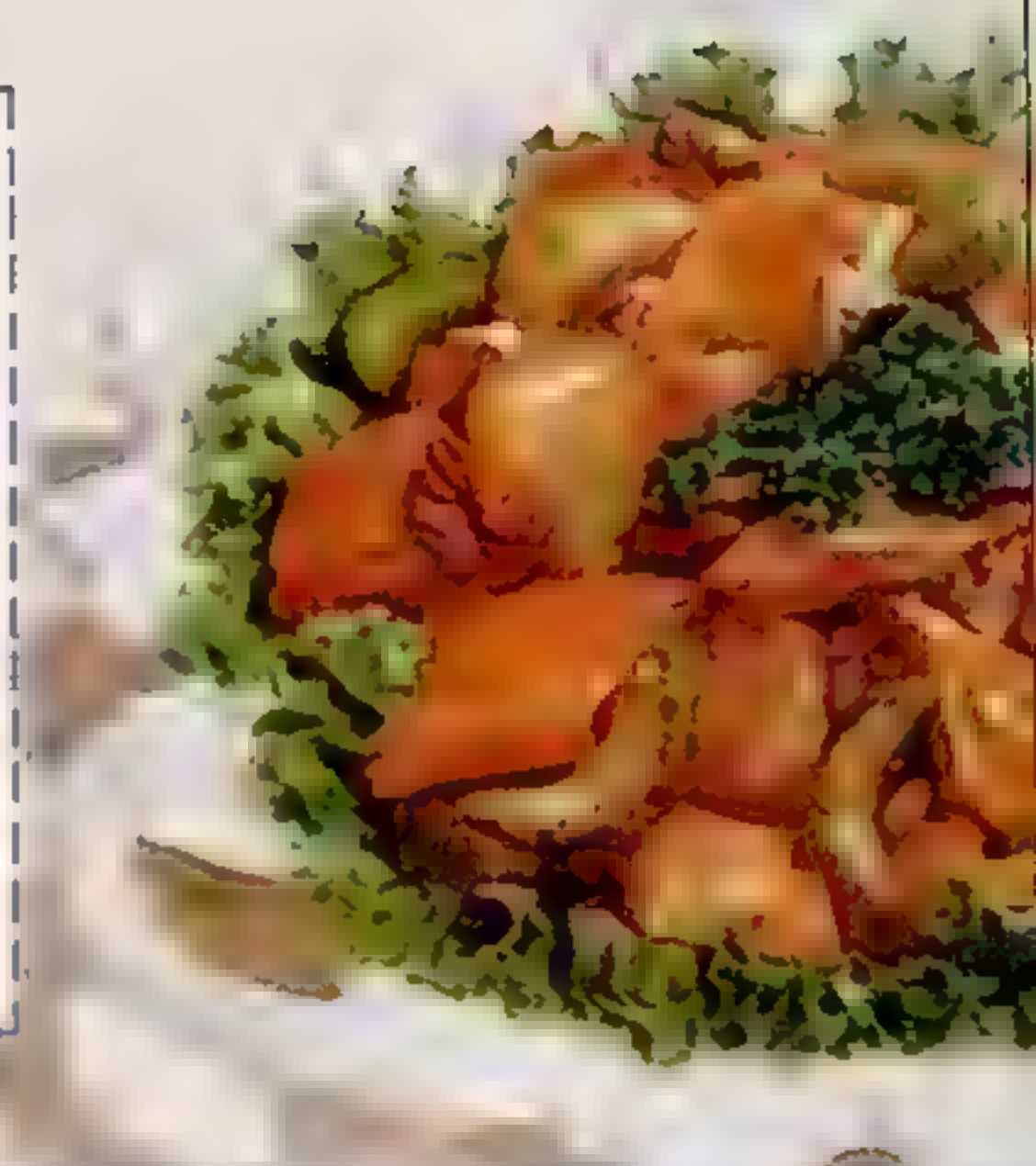
away wrinkles. Dry-cleans superbly. Decided yet which you want? Sacony's little-waisted charmer, with the new knit ribbing—at the left? Sacony's grosgrain-bound sheath of a suit, at right? Then dial Western Union. Ask for Operator 25. She'll tell you which stores have them. Or write Sacony, College Point, Long Island, N. Y. *Get ready, get Sacony—and off you go!*

ADVERTISEMENT: copyrighted by Sacony



DISH NO. 1
Ketchup with Meat

• Brown 4 lean pork chops in skillet. Season with salt and pepper. Pour off fat. Place 1 slice pineapple on each chop. Cut 1 peeled, cooked sweet potato in 4 slices. Place on pineapple. Combine ½ cup Heinz Ketchup, 2 Tbs. lemon juice, ½ cup pineapple juice, 2 Tbs. minced onion, ½ tsp. salt, 1 tsp. Heinz Worcestershire Sauce, ¼ tsp. ground cloves. Pour over chops. Cover. Simmer 45 min., basting occasionally. (Serves 4)



\$30,000.00 IN PRIZES

for naming these dishes made with Heinz Ketchup!

It's Easy—It's Fun—Enter As Often As You Wish!
1,615 Chances To Win In Heinz Great
NAME-THE-DISH CONTEST!

BIG CASH PRIZES

1st Grand Prize.....\$5,000.00
2nd Grand Prize.....\$3,000.00
3rd Grand Prize.....\$1,500.00

4 Prizes of \$1,000.00 Each

4 Prizes of \$350.00 Each

4 Prizes of \$150.00 Each

Plus 1,600 prizes (valued at \$10.00 each) of imported Madeira willow picnic hampers packed with assortments of Heinz 57 Varieties.

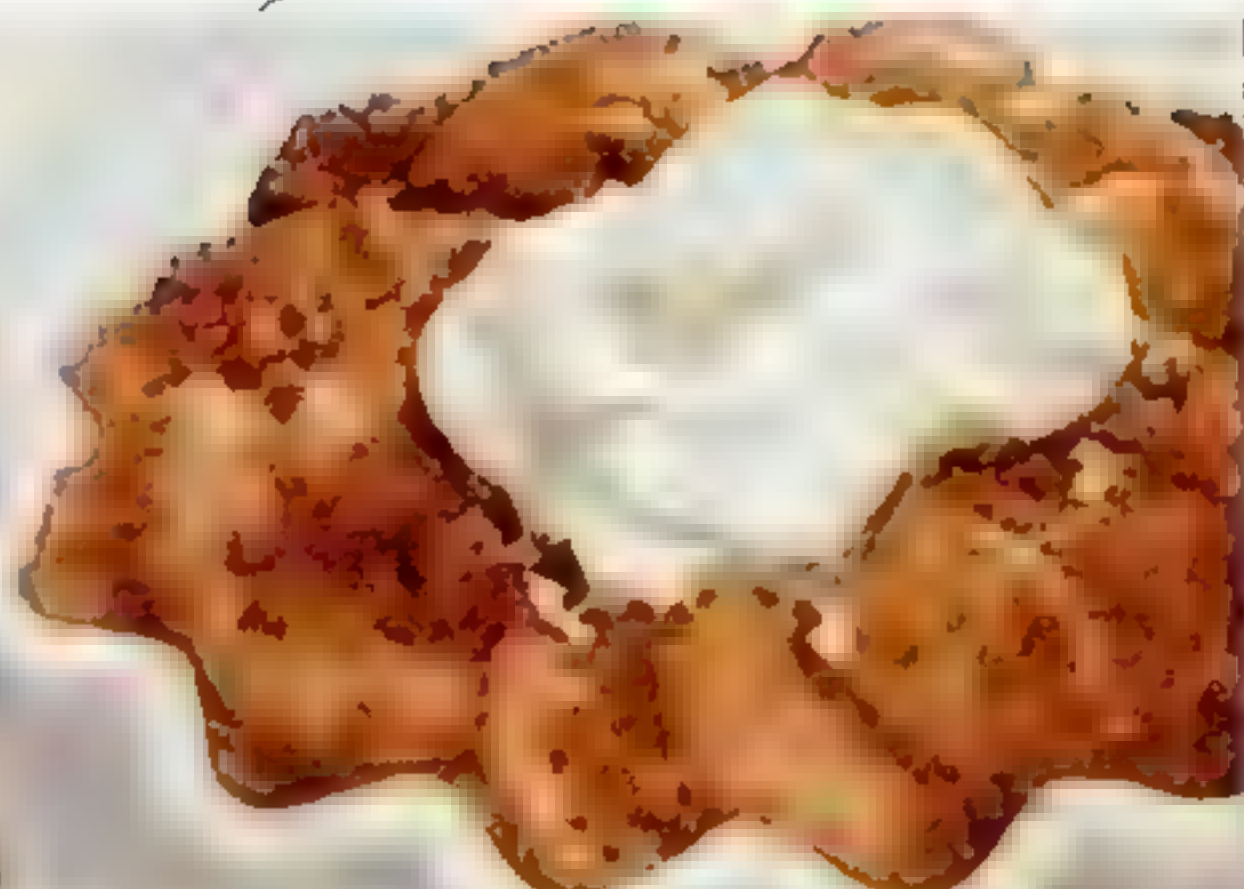
• Here are four delicious dishes designed to delight your family, inspire your imagination, make you *big money*. Just cook one (or more)—serve it—name it! Then mail us one Heinz Ketchup neckband with the suggested name, completing this sentence in twenty-five words or less: "My family likes dish No. _____ because _____". A name as simple as "Chicken Supreme" might win!

• Let the youngsters enter Heinz "Name-The-Dish" Contest, too! It's easy to cook with Heinz Ketchup—the cooked-down goodness of Heinz pedigreed tomatoes, Heinz Vinegar and rare spices. It makes *any* dish calling for tomato flavor taste doubly good. And it's *fun* to name the dishes! So get Heinz Ketchup and *get going!*

COOK WITH HEINZ KETCHUP FOR FAR MORE FLAVOR—LOTS LESS WORK

DISH NO. 3**Ketchup in Salad**

• In sauce pan blend 2 Tbs. cornstarch and $\frac{1}{2}$ cup water. Add contents of 20-ounce can pineapple tidbits (liquid, too), $\frac{1}{2}$ cup Heinz Ketchup, 2 Tbs. butter or margarine. Stir over low heat until mixture comes to boil and thickens. Add 2 cups diced, cooked chicken, pork or veal and $1\frac{1}{2}$ cups sliced celery. Chill. Serve in lettuce cups. Garnish with $\frac{1}{2}$ cup chopped nuts. (Serves 3 to 6)

**DISH NO. 4****Ketchup in Dessert**

• Heat oven to 350° F. (moderate). Place 4 cups sliced tart apples in buttered shallow baking dish. Combine $\frac{1}{2}$ cup Heinz Ketchup and 2 tsp. lemon juice. Spoon over apples. Mix $\frac{3}{4}$ cup sifted all-purpose flour, $\frac{3}{4}$ cup sugar, $\frac{1}{2}$ tsp. ground cinnamon, $\frac{1}{3}$ cup softened butter or margarine until crumbly. Spread over apples. Bake 40 min. Serve warm with vanilla ice cream. (Serves 6 to 8)

**DISH NO. 2****Ketchup with Poultry**

• Brown 2 to 2½ lbs. cut-up chicken in 3 Tbs. shortening. Sprinkle with salt and pepper. Remove chicken. Sauté $\frac{1}{2}$ cup sliced onion, 1 clove garlic (minced), $\frac{1}{2}$ cup chopped carrot, 2 Tbs. chopped parsley until lightly browned. Stir in 1 cup Heinz Ketchup, 1 cup water, 1 Tbs. Heinz Vinegar, 1 bay leaf, 1 tsp. salt. Add chicken. Simmer, covered, 1 hour. (Serves 4 to 5)

FOLLOW THESE SIMPLE RULES

1. Send your entry, along with your name and address and the neckband from one Heinz Ketchup bottle, to Heinz "Name-The-Dish" Contest, P. O. Box 357, Mount Vernon, New York. Be sure it is postmarked not later than May 1, 1956, and that it will be received by the judges not later than May 10, 1956. Enter as many times as you wish so long as each entry is filled out by you and submitted in your own name, and each is accompanied by the neckband from one Heinz Ketchup bottle. Use one side of your own paper for each entry.

2. The contest is open to anyone in the continental U.S.A. and Hawaii, except employees of the following organizations and members of their immediate families: H. J. Heinz Company, their advertising agencies, Reuben H. Donnelley Corporation, chefs and professional Home Economists in the commercial field.

Contest is subject to all local and state regulations.

3. Judging for the contest will be accomplished on the basis of individuality and originality of the name and sincerity of the statement. Consideration will be given both to the name and the statement. Decisions of the judges, Reuben H. Donnelley Corporation, will be considered final. Duplicate prizes will be awarded in case of ties. All entries become the property of the H. J. Heinz Company to use as it sees fit. None will be returned. Prizes will be awarded as soon as possible after judging is complete, either by person or mail. Names and addresses of the prize winners will be furnished after July 15, 1956, on request.

Residents of Canada: watch for Heinz special Canadian "Name-The-Dish" Contest.

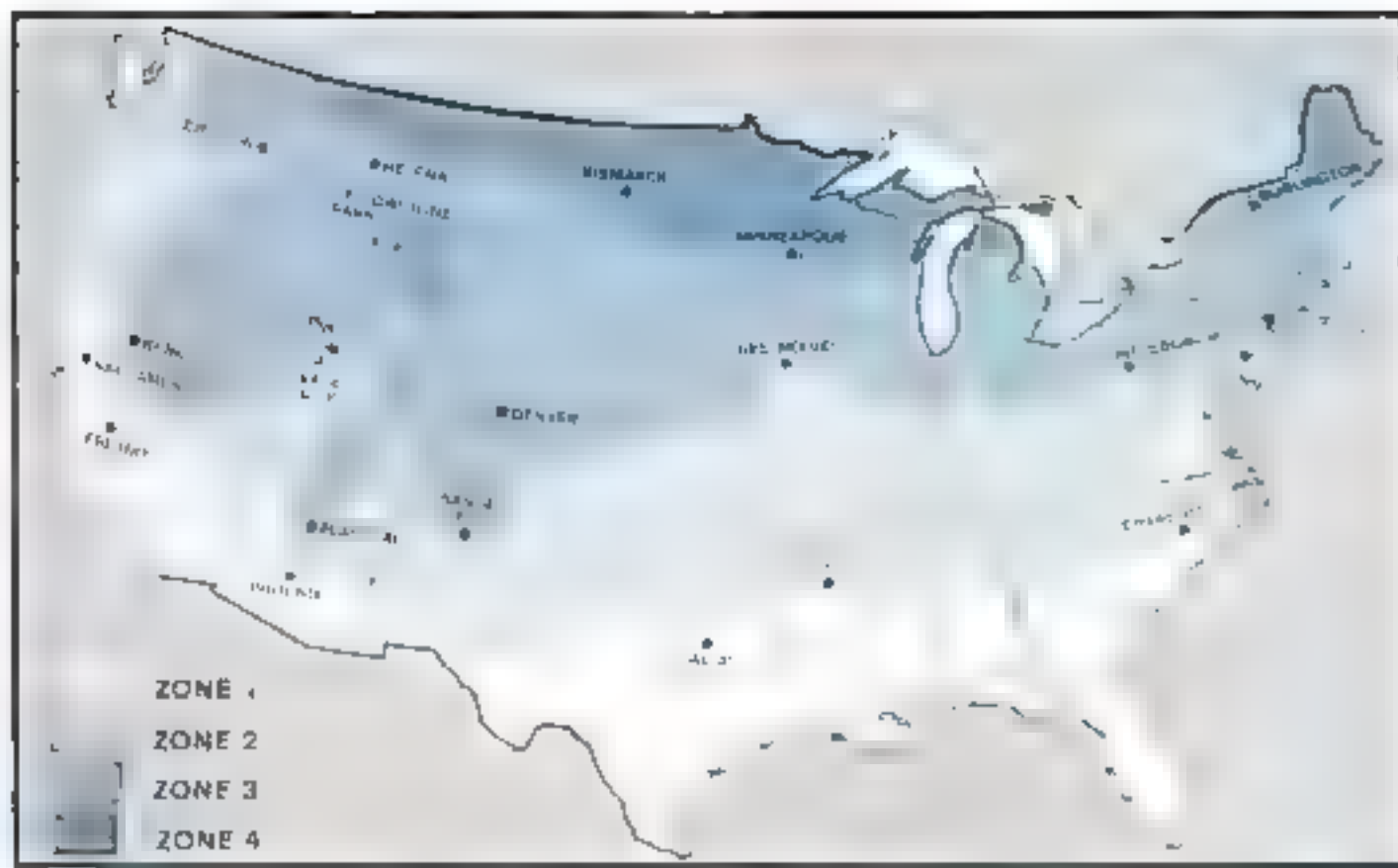


The new floor look is the scuff-free look!

...with Glo-Coat all floors can have it! New Hard Gloss Glo-Coat ends scuffed-up floors as no other polish can. Makes bright, scuff-free floors easy to have...easy to keep...easy to clean. So for really scuff-free floors and a shine that really lasts, don't just polish your floors—super-shine them with Glo-Coat. It keeps all floors so scuff-free, it outsells all other floor polishes!

Stays scuff-free on linoleum, asphalt tile, rubber, vinyl plastic, wood and terrazzo floors





WEATHER ZONES, from coldest (darkblue), are based on average temperatures during heating season. To use the chart below, first find your weather zone.

COMPUTER CHARTS ART OF HOUSEWARMING

A 'brain' details the value of insulation

The electronic computer, heretofore given to such tasks as calculating shell trajectories and life expectancies, now has a homey new chore: figuring how to keep a house warm. To help evaluate home heating equipment and building materials, scientists at the Minneapolis-Honeywell Regulator Company have created what they call their house analog computer.

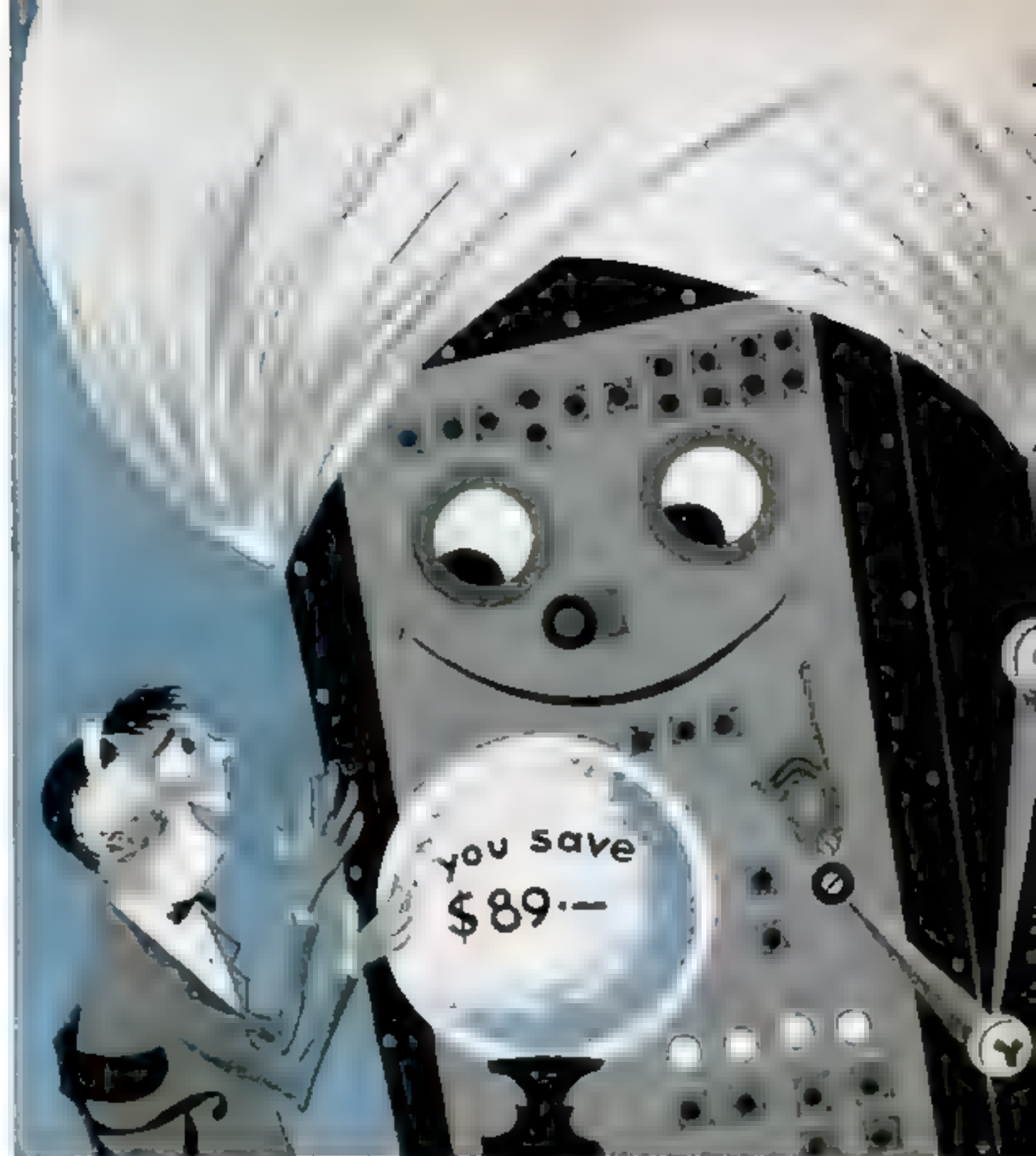
Into the computer they feed a wide variety of information about a house: size, shape, construction, the number of doors and windows, the insulation. To this the researchers

add information about the average temperatures and wind outside. In one second the brain runs through 60 days' worth of weather and reveals what the fuel bill for the house would be under the given conditions.





Using the brain, the researchers have collected the best information yet on insulation and how it can pay for itself by slicing fuel bills. The chart below summarizes what the brain discovered about many kinds of insulation for a ranch-type house with 1,200 square feet of floor space. For example, to put

insulation four inches thick in the attic floor costs about \$145; in Zone 4, the nation's coldest weatherbelt (map, top left), the insulation should reduce the heating bill by about \$105 each year. The insulation thus pays for itself in less than two years.

Starting from scratch and using all four forms of insulation, a home owner in Zone 4 could save about \$265. (Savings shown for weather stripping are cut in half when it is used with storm doors and windows.) On the next page are some other findings about insulation.



ELECTRONIC ORACLE, the new brain consults its circuitry, not a crystal ball, to apprise a home owner that attic insulation could cut fuel bills \$89 a year.

WHAT INSULATION COSTS AND SAVES			COST OF INSTALLATION	SAVINGS PER YEAR				
				ZONE 1	ZONE 2	ZONE 3	ZONE 4	
	INSULATING ATTIC FLOOR	2" INSULATION	\$ 90.00	\$ 19	\$45	\$ 75	\$89	
		4" INSULATION	145.00	23	51	88	105	
		6" INSULATION	195.00	24	54	93	111	
	INSULATING OUTSIDE WALLS	1" INSULATION	125.00	8	18	32	37	
		2" INSULATION	150.00	10	23	39	46	
		4" INSULATION	225.00	11	25	43	51	
	STORM WINDOWS AND DOORS	NORMAL WIND VELOCITY (UNDER 15 MPH)	AVERAGE-FITTING WINDOWS	330.00	9	21	36	42
			POOR-FITTING WINDOWS	330.00	12	27	47	56
			DOORS	90.00	2	3	6	7
		HIGH WIND VELOCITY (15 MPH AND OVER)	AVERAGE-FITTING WINDOWS	330.00	10	24	41	49
			POOR-FITTING WINDOWS	330.00	14	34	58	69
			DOORS	90.00	2	4	8	9
	WEATHER STRIPPING	NORMAL WIND VELOCITY (UNDER 15 MPH)	AVERAGE-FITTING WINDOWS	130.00	2	3	6	7
			POOR-FITTING WINDOWS	130.00	6	13	23	27
			DOORS	25.00	1	3	5	6
		HIGH WIND VELOCITY (15 MPH AND OVER)	AVERAGE-FITTING WINDOWS	130.00	2	6	9	11
			POOR-FITTING WINDOWS	130.00	9	21	36	43
			DOORS	25.00	2	4	8	9

FOUR WAYS TO INSULATE are listed at left side of chart. Zones mentioned are indicated on map at top. One- and two-inch wall insulation is feasible only

in new construction. Storm windows and weather stripping cost same whether they cover good- or poor-fitting windows but, as chart shows, savings vary a lot.



Twice the fun!

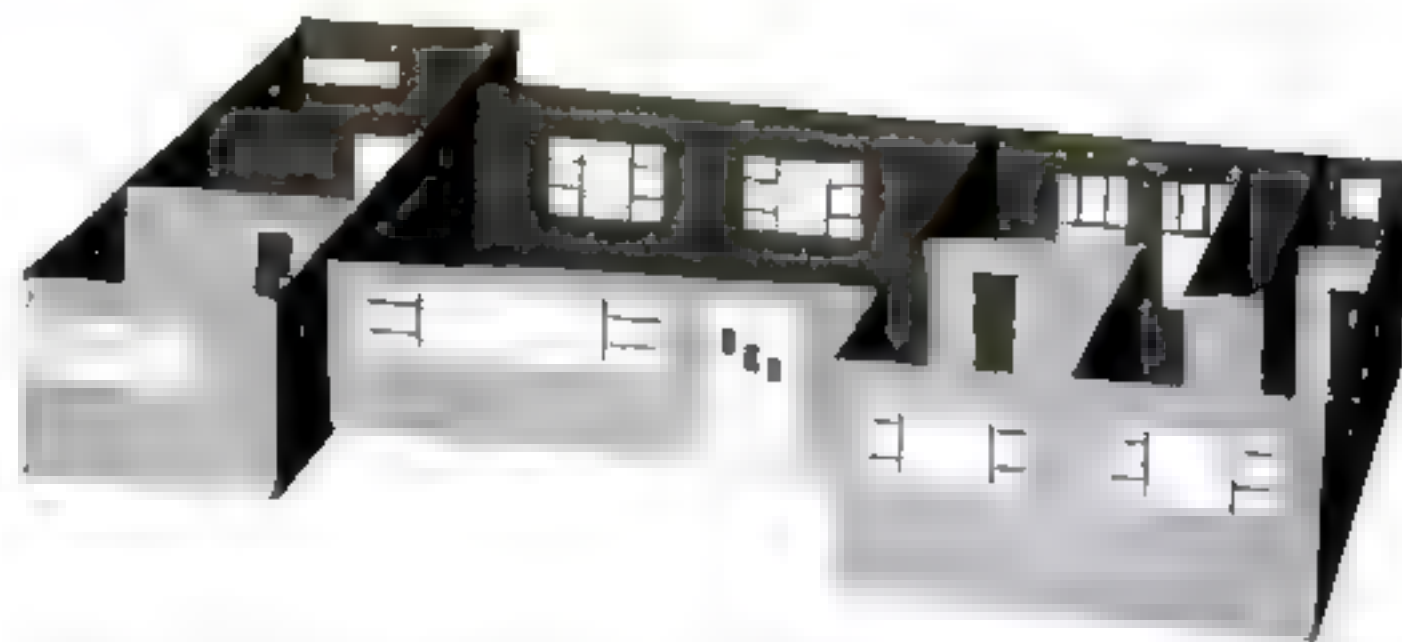
There's double fun for everyone with Double-Cola on the way. North, East, South or West . . . in Canada, faraway Oriental lands, Mexico and the United States . . . more people discover the exciting taste of Double-Cola every day. At your first sip, you'll agree . . . the flavor's **DOUBLE!**

the flavor's
DOUBLE



THE DOUBLE-COLA COMPANY
3350 BROAD STREET • CHATTANOOGA, TENNESSEE
THE DOUBLE-COLA COMPANY OF CANADA, 7402 EIGHTEENTH AVENUE, MONTREAL, CANADA
THE DOUBLE-COLA COMPANY OF MEXICO, CASA GUJARDO S.A. MONTERREY, N.L., MEXICO

Housewarming CONTINUED



HYPOTHETICAL HOUSE, one of three studied, this ranch-type has 1,200 square feet of floor space. It has standard frame construction, 8-foot ceilings.

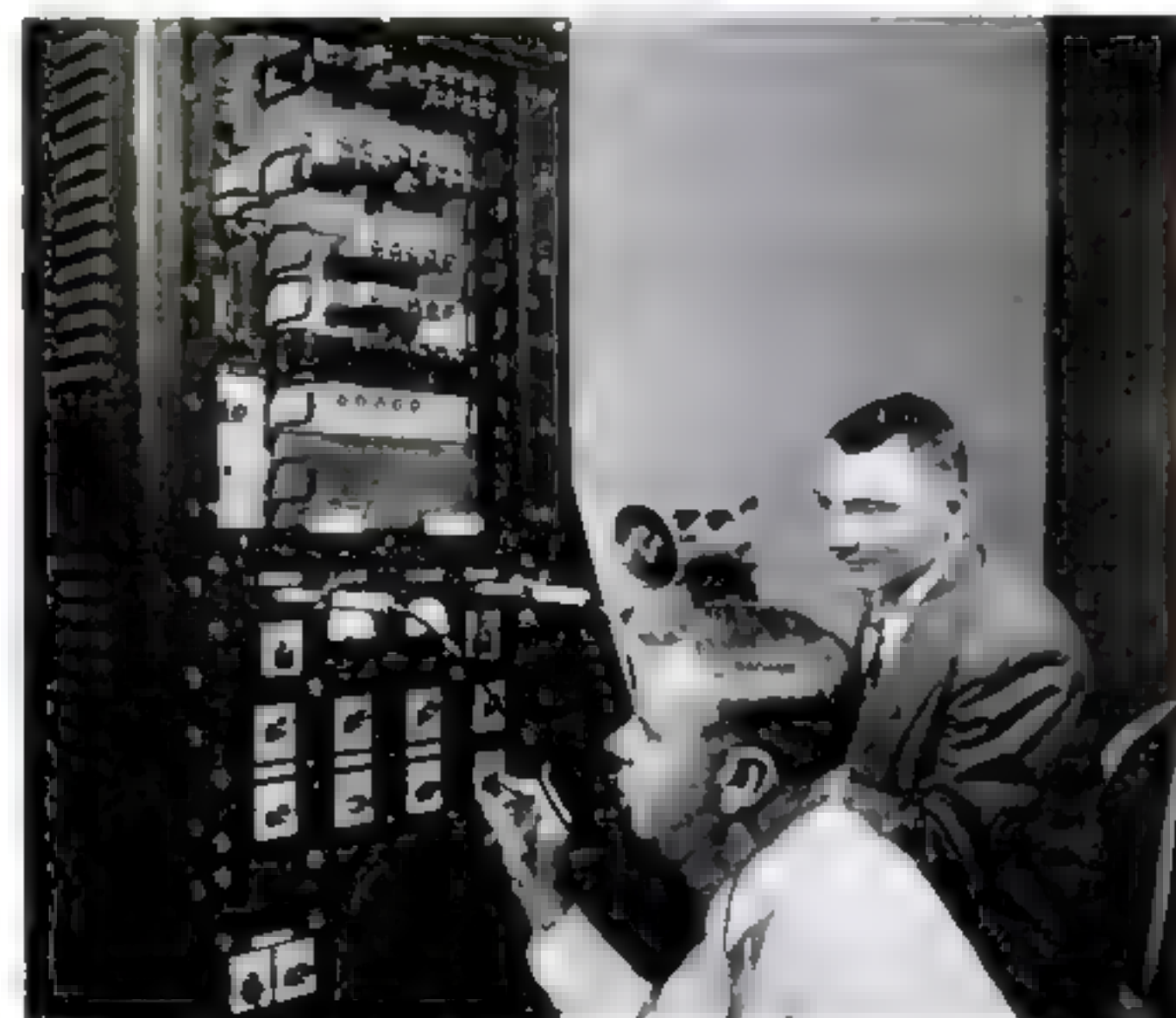
BEST INSULATION IS MOST: WHAT THE HOME OWNER CAN DO

The electronic brain, whirring through facts about hypothetical houses, came up with hypothetical fuel savings, which will vary in actual practice. Important factors include house size, local fuel costs, the temperature at which a house is kept, the number of youngsters who run in and out of the house dozens of times a day. But in all cases the savings from proper insulation will be great.

For any house the best insulation is the most insulation: attic plus outside walls plus storm doors and windows and weather stripping. For nearly all frame houses the most practical single form of insulation is a thick layer of material laid between joists in the attic floor. Luckily, this form of insulation is the easiest for the home owner to apply himself, providing that the attic floor is unfinished and the joists exposed. Mineral wool loose or in blankets or batts is available in a wide assortment of brands. The job of insulating a finished attic should best be left to a professional.

The efficiency of insulation varies with the style of the house. The studies found, for example, that attic floor insulation in a two-story colonial type house cuts fuel costs only a third to a half as much as in a ranch type of equal floor space because the ceiling area is less. On the other hand, storm doors and windows produce 10% more fuel saving in the colonial house because the door and window area is usually greater there than in a ranch or split-level house. Exterior wall insulation costs more, but also saves more, in the two-story house than for the split-level house or most ranch houses.

Like most attic insulation, storm doors and windows can be installed by the adept home owner. Wall insulation, which must include some kind of vapor barrier to prevent condensation, should be done only by professionals. Weather stripping is often done by amateurs but is a tricky business and should be done by professionals for best results.



THE BRAIN and its brains, heat transfer engineer Lorne Nelson (left) and electronics engineer Paul Stucky, study temperatures in theoretical house.

Robert Hall

**AMERICA'S LARGEST
FAMILY CLOTHING CHAIN OPENS
20 NEW SUPER-SALESROOMS
ON A SINGLE DAY!**



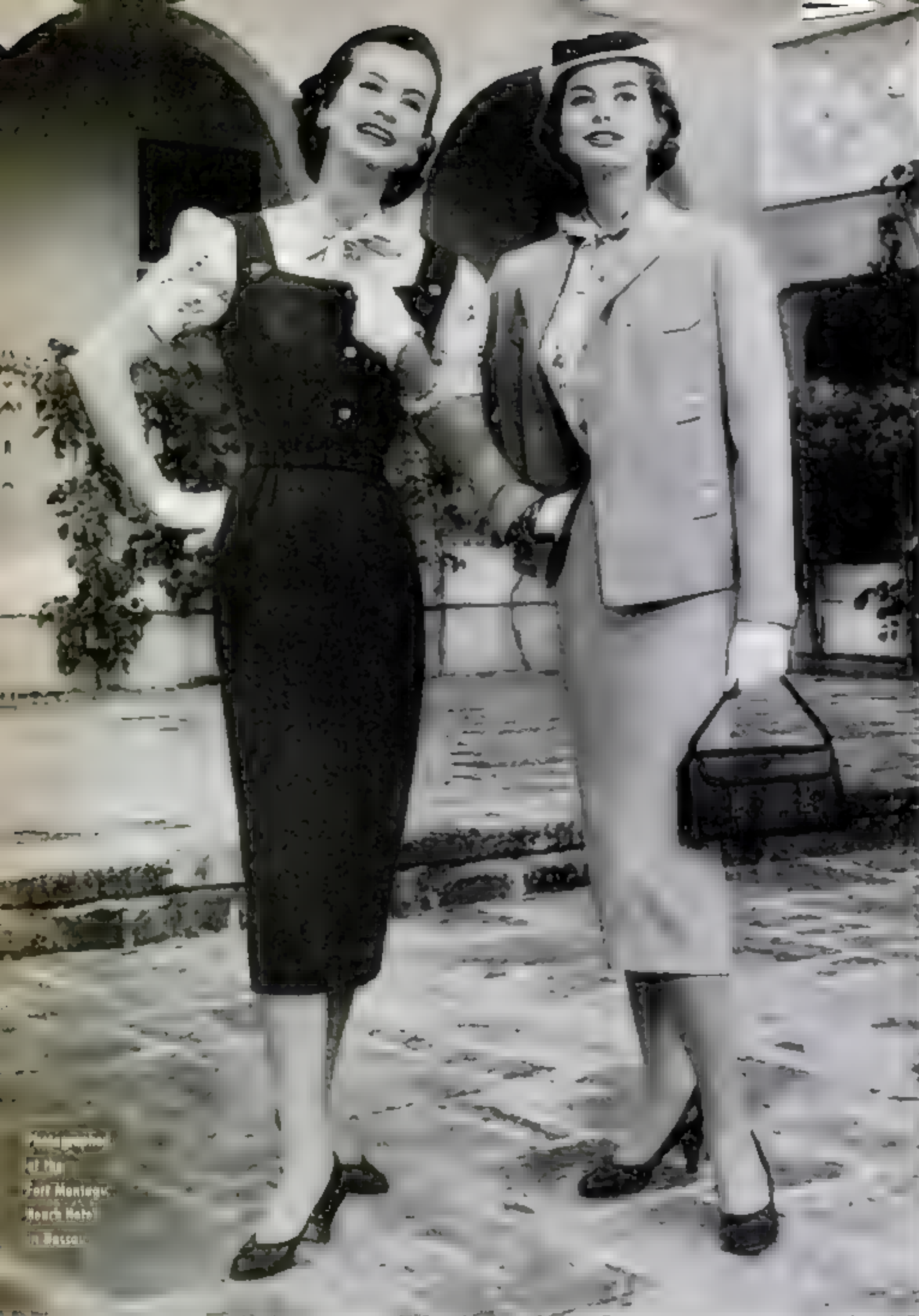
Month-of-March Celebration!

Millions of shoppers can't be wrong! More than ever, they know the importance of the Robert Hall money-saving policy... know it pays to save in Robert Hall low-overhead neighborhood locations; know it pays to save by paying cash; know it pays to save in easy-to-shop super-salesrooms with none of the fancy fixtures and show windows that "up" prices. Never mind plush, luxurious surroundings. America wants *value* and *gets it* at Robert Hall.

**SEE (NEXT PAGE)
Savings of
20 to 35%**

***Come save
at the
Robert Hall
clothing center
nearest
your home:***

[illegible]



5-PIECE FASHION MIXER 19.95 a \$29.95 value—exclusively at Robert Hall!
Wear this fabulous suit 22 ways! Look at what you get, all 5 pieces. *Right:* wool flannel jacket and skirt. *Left:* linen-look rayon skirt and jumper top, print blouse* Heather blue, tan or charcoal, sizes 8 to 18



NEWS IN SEPARATES!
Dacron batiste blouse **2.89**
usually \$3.95. Cotton skirt,
pellon lined **3.89** usually \$5.95

DYED TO MATCH! Linen-look
rayon skirt or Orlon cardigan
sweater **3.89** usually \$4.95
Print blouse **1.89** usually \$2.95



TORSO WITCHERY 5.89
usually \$7.95 Linen-look rayon
dress. Turquoise, navy,
coral, moss green, mauve; 7-15

2-PIECE ENSEMBLE 7.89
usually \$10.95. Cotton-rayon
baby cord dress, linen-look
rayon bolero. 12-20, 14½-24½

JOIN THE MILLIONS WHO SHOP AND SAVE 20% TO 35% AT ROBERT HALL!

Celebrate this Month-of-March party with us!
Save on sparkling-new Spring and Easter clothing
... here's a sampling of the mammoth
collections! Our huge volume and fast turnover
mean one thing and one thing *only!* You're *always*
sure to find fresh new fashions at low low-overhead
prices! So come see—the savings are terrific!

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A DIVISION OF THE UNITED MERCHANTS & MFRS.



PASTEL TOPPER 16.95
usually \$22.95. Wool and
cashmere, Temp-Resisto lined.
Gray, blue, beige, pink; 8-18

CARDIGAN COAT 23.95
usually \$30. Luscious wool
hopsacking in gray, beige, blue.
Temp-Resisto lined; sizes 8-18

ROBERT HALL MONTH-OF-MARCH CELEBRATION



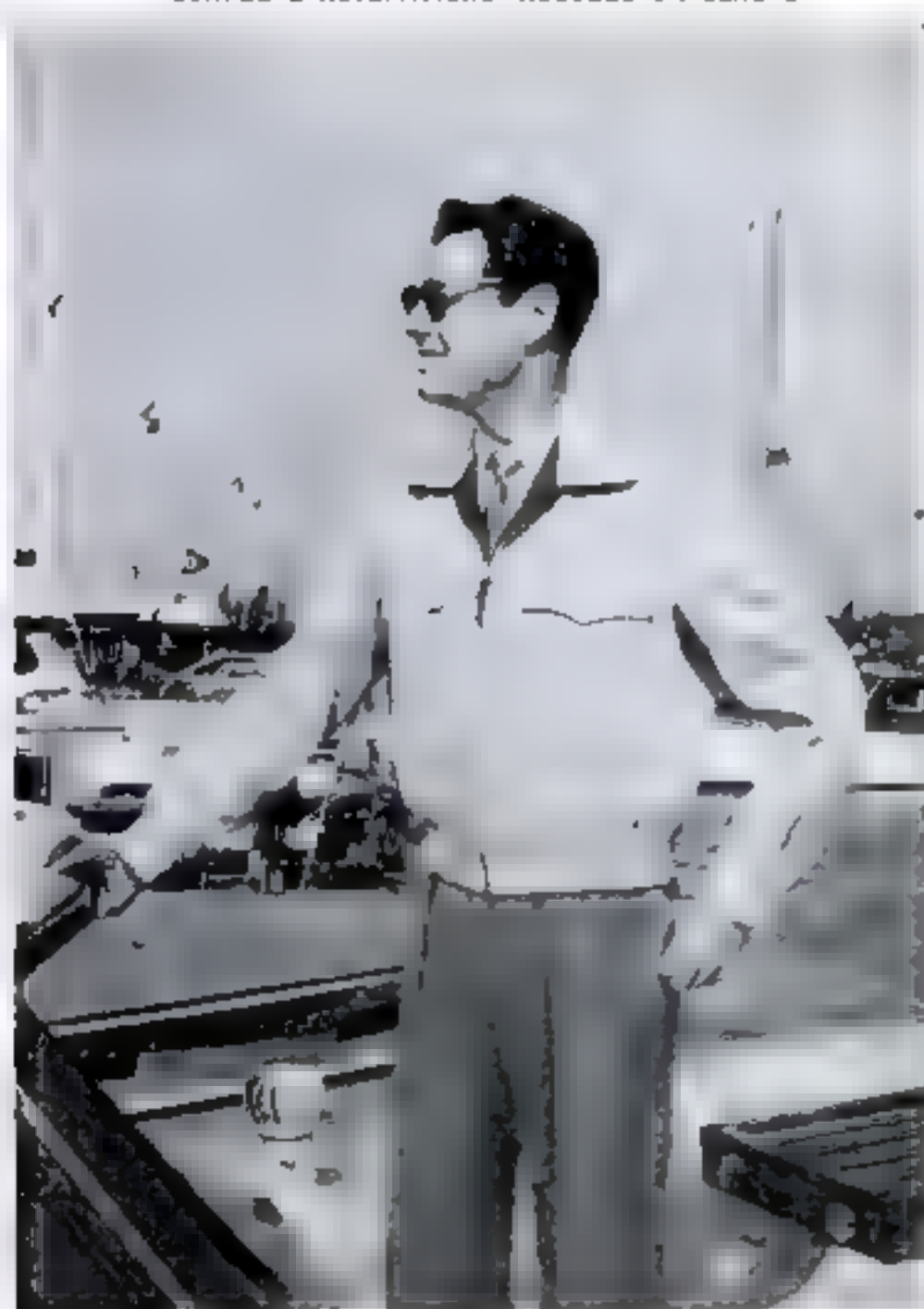
DRESS WITH BOLERO 3.99 *usually \$5.95*
Permanent pleated. Dress-up cotton 7-14
BOYS' SPRING SUITS 14.95 *usually \$18.95*
Rayon-nylon gabardine or rayon flannel; 6-16

COMPLETE ALTERATIONS INCLUDED ON BUY



COAT WITH HAT 12.99 *usually \$17.95*
Splash-weave 100% wool in lilac or blue; 7-12
REVERSIBLE JACKET... HOLLYWOOD SLACKS 3.99 each. *Usually \$5 each.*

COMPLETE ALTERATIONS INCLUDED ON SLACKS



REVERSIBLE ZIPPER JACKET 8.95 *usually \$13.* Splash print reverses to solid.
GABARDINE SLACKS 4.95 *usually \$6.95*
A new miracle blend of rayon-acetate-daeron!



LUXURY WOOL SPORTCOATS 18.95 *usually \$25*
Splash weaves, overplaids, tweeds! Regulars, shorts, longs.
WOOL FLANNEL SLACKS 8.95 *usually \$12.95*

FAMOUS WESTERFIELD FLANNELS 20.95 *a \$40 value.* Distinctive flannel suit loomed of imported wools! Superb new patterns! Regulars, shorts, longs.

COMPLETE ALTERATIONS INCLUDED



ROYAL-HALL WORSTEDS 34.95 *a \$45 value.*
The magnificent wool worsted suit Robert Hall is famed for! Regulars, shorts, longs, stouts.

COMPLETE ALTERATIONS INCLUDED



INTERNATIONAL COAT 17.95 *a \$25 value.* All-weather cotton gabardine! Plaid lined! Water-repellent! Regulars, shorts, longs.

100% WOOL TOPCOAT 29.95 *a \$40 value.* Fine worsted gabardine, Saxony or tweed. Regulars, shorts, longs.

For refreshing outdoors fun
more than
1,000,000 lakes
in cool, uncrowded

Canada

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Unlimited!



BENNETT LAKE IN BEAUTIFUL Fundy National Park. And Canada's lakes — with all their fresh natural glory — are but one item on the fabulous Canadian vacation menu. In this great playground, too, are 29,000 square miles of grand National Parks . . .

over 59,000 nautical miles of sunny, scenic coastline . . . cities that supply a superb array of sights to see, exciting things to do. Let your travel or transportation agent help you plan a long holiday in Canada. No passport needed.

...and this great FREE information service helps you choose from Canada's vacation variety!

1. Send the coupon now and receive FREE, a big CANADIAN VACATION PACKAGE containing:

- A new, 48-page, full-colour booklet, "CANADA... VACATIONS UNLIMITED" describing holiday attractions in all parts of Canada.
- Detailed, 37" x 20", full-colour "CANADA-U.S. ROAD MAP" of all Canada and northern U.S.A.
- "How To ENTER CANADA"...helpful information on customs regulations, etc.

2. Write on a separate sheet the titles of the free booklets you want from this list:

National Parks Pictorial Folder
Alaska Highway (Canadian Section)
Accommodation in Canada's National Parks
Camp Grounds and Trailer Parks in Canada's National Parks
National Historic Parks and Sites (Quebec)
National Parks—Maritime Provinces
National Parks in Ontario
National Parks—Prairie Provinces
National Parks in British Columbia
Banff and Jasper National Parks
Waterton Lakes National Park
Hot Mineral Springs in Canada's National Parks
Game Fish in Canada
Canoe Trips in Canada
Havens from Hay Fever
Travel & Wildlife Film Catalogue
All-Year Vacation Weather in Canada



Take time to explore Canada's historic sites and picturesque towns. This is a land where old-world charm endures.

The water's *always* fine in Canada's lakelands—you swim, sail, fish, play with natural beauty your constant neighbour.



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"Relaxing" is the word for Canada's wonderful resorts — the fun is unlimited, the accommodation all you could wish.



01-1-01-56-02
CANADIAN GOVERNMENT TRAVEL BUREAU, OTTAWA, CANADA

Please send me the CANADIAN VACATION PACKAGE:

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PLEASE PRINT

Address _____

Town _____ State _____

Don't forget to write for the other booklets you want.



DRESSED IN OUTLANDISH CLOTHES COMBINATIONS IMAGINED BY SONG WRITERS, TEEN-AGERS SKIP OVER PAPER-CLIP CHAIN NAMED IN "DUNGAREE DOLL."

Teen tunes out of time

NEW HITS ARE BASED ON OUT-OF-DATE STYLES

The country's adolescents who for years have bought most of the popular records are now the subjects of many songs they hear. Beginning last summer as demurely as the first fuzz on the chin of a growing boy, a rage for teen-age lyrics has reached a full, luxuriant growth. Songs describing the courting, dancing and above all the dressing customs of American youngsters are among top hit tunes.

To try out the tunesmiths' conceptions of how teen-agers are turned out nowadays, Irene Dumont and Jim Jackson (above) donned garb

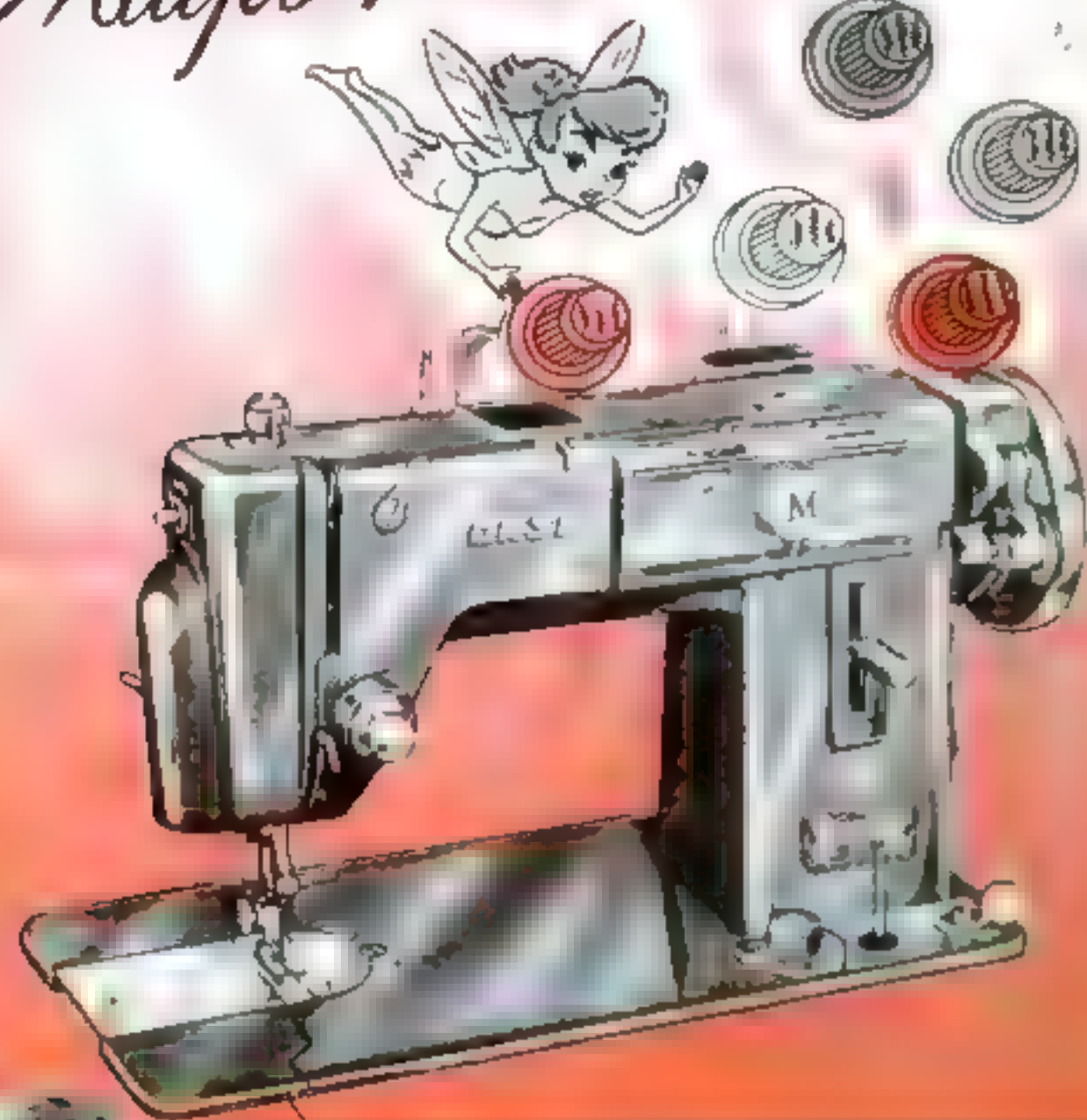
mentioned in the teen tunes. Miss Dumont's dungarees, sweater and paper-clip chain are catalogued in *Dungaree Doll*. Ribbons, sequined scarf, lace trim and shoes are from *Lipstick and Candy and Rubber Sole Shoes*, the sloppy shirt from *Seventeen*. Mr. Jackson drew his Argyle socks and football helmet from *Growin' Up*, his T-shirt from *Daddy-O*.

The fashion in songs has come, however, long after the fashion for sloppy dress has passed. Today's well-dressed teen-agers are singing badly outdated descriptions of themselves.



SIX TOP TUNES for teen-agers have sold over 250,000 song sheets and almost two million records.

ZIG-ZAG automatically with *Magic Rainbow Discs*



...all new

MORSE

Super FOTOMATIC

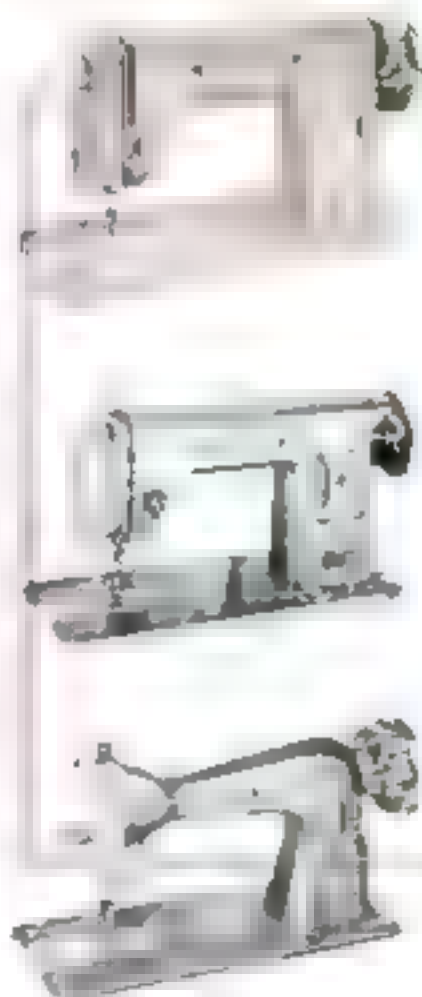
with exclusive triple-action
Magic Rainbow Discs!

There's a MORSE machine just right
for you...Choose from our selection of
37 Straight-Stitch and Zig-Zag models.

the
Fabulous
MORSE
SuperDial

the
Advanced
MORSE
"600"

the
Popular
MORSE
"200"



For free needle-threader, infor-
mation booklet about sewing
machines, and the name of the
MORSE dealer nearest you,
write to



**MORSE SEWING MACHINE
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2615 W. Pico Blvd., Los Angeles, Calif.

Look for this sign of quality.

TEEN TUNES CONTINUED

SINGERS OF THE TUNES



GALE STORM, a Sunday school teacher who played title role in *My Little Margie* on TV series, has sold more than 300,000 records of *A Teen Age Prayer*.



BONNIE LOU, a Cincinnati TV star, sings a best-selling *Daddy-O*.



DOLORES HAWKINS, a radio singer at 5, made hit of *Grown-Up* Lp.



PERRY COMO, a veteran teen-age hero, spoofed the teen song style when he sang *Juke Box Baby* on his TV show with 14-year-old Phyllis Goodkind.



HASSOLDT DAVIS

From Nepal's jungles to French Guiana's wild mountains, he's explored the earth's farthest corners. His latest adventures, in Africa, are told in his new book, *Sorcerer's Village*. Though American, he joined the Free French in 1940, twice won the Croix de Guerre for gallantry in action.

For men among men, Hiram Walker makes a whiskey among whiskies—Imperial

Man, this is whiskey!



YESTERDAY a bright idea...**TODAY** a bright

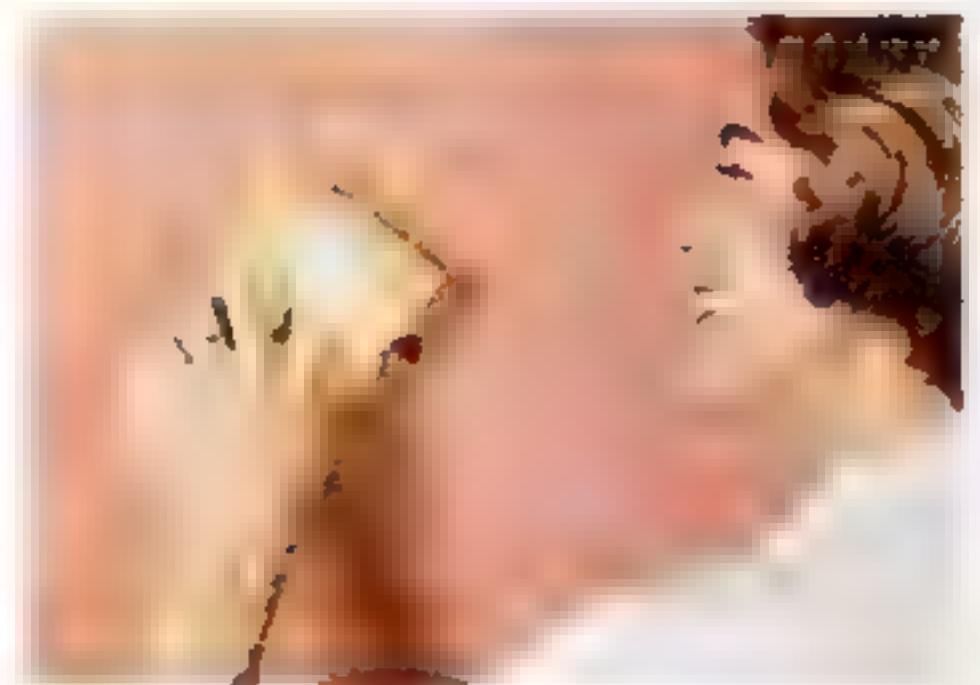
It's this easy with speedy



Wide range of lovely new colors to choose from!



Easy to apply with Roller-Koater® or brush!



Guaranteed washable, or your money back!



new room!

Super Kem-Tone

THE DELUXE LATEX
WALL PAINT

It's a wonderful feeling! Your bright idea becomes a brand-new room in just one day with quick, ready-to-use Super Kem-Tone! Velvet-rich, rubber-tough, it goes on easily over plaster, wallpaper, paint, wood, brick or wallboard without brush marks. Dries within an hour, too. Yet Super Kem-Tone costs so little to use . . . one gallon will do the walls of an average room. Give your own bright idea a try with Super Kem-Tone . . . then you'll know why it's the world's most widely used wall paint.

Kem-Glo® alkyd enamel matches Super Kem-Tone color for color. It's the favorite enamel for kitchens, bathrooms and all woodwork in the home. Kem-Glo flows on smoothly . . . no undercoater needed . . . looks and washes like baked enamel.

Made and distributed by the ALLIED PAINT LEADERS OF THE WORLD

The Sherwin-Williams Co., Cleveland

Acme Quality Paints, Inc., Detroit • John Lucas & Co., Inc., Philadelphia • W. W. Lawrence & Co., Pittsburgh • The Martin-Senour Co., Chicago • The Lowe Brothers Co., Dayton • Rogers Paint Products, Detroit


Sold by leading Paint, Hardware, Lumber and Department Stores everywhere!






SUPER KEM-TONE \$5.89 a gallon (Deep tones \$6.19 a gallon). KEM-GLO \$2.69 a quart.

Which Pitcher has the Minute Maid Orange Juice in it?



IT'S THIS ONE  with $\frac{1}{4}$ more juice for the same money than oranges squeezed at home!

These 2 Pitchers tell you better than 1000 Words why
Minute Maid ^{Fresh-Frozen} Orange Juice
is better for your health

-  1 You get $\frac{1}{4}$ more Delicious Juice!
-  2 You get $\frac{1}{4}$ more Healthful Vitamin C!
-  3 You get $\frac{1}{4}$ more Body-Building Minerals...

Make Yourself the Pitcher of Better Health with Minute Maid!





AT 10 P.M. IN BALTIMORE MEMORIAL STADIUM LUMICON, IN CENTER FIELD, EASILY DETECTS TWO MEN STANDING IN OUTFIELD AND THE STANDS, 500 FEET AWAY

A PEEPING TOM DEVICE MAKES LIGHT OF NIGHT

In Baltimore one night recently, engineers pointed a strange Peeping Tom device called the Lumicon at a dark stadium and produced on a screen an image as bright as day. The Lumicon works much like a TV system. Its camera picks up a faint image, which is converted to a weak electronic signal. Amplifiers intensify the signal to bring a strong, bright image to a screen. The Armed Forces may consider the Lumicon for night reconnaissance. Attached to telescopes, it can so increase light-gathering power that scientists may see far deeper into space than ever before.



NEW
BROMO QUININE®
GUARANTEES
YOU MORE
COMPLETE RELIEF
 than any other
 cold remedy!

Unlike aspirin and other less effective remedies, new Bromo Quinine is a *real* cold tablet. Its exclusive medicinal formula now contains an amazing new Citrus BioFlavonoid—plus the five potent cold-fighting ingredients that have made Bromo Quinine so famous. It now guarantees the most complete relief possible from all these cold miseries:

1. Runny or stuffy nose
2. Headache
3. Muscular aches and pains
4. Fever
5. Temporary irregularity

NEW BROMO QUININE—with a Citrus BioFlavonoid—is specifically designed to help relieve more cold symptoms than any other leading product.

**HERE'S NEW BROMO QUININE'S
 AMAZING GUARANTEE**

*If you have ever bought any cold remedy
 —at any price—that brought you*

- MORE COMPLETE RELIEF
- FASTER RELIEF
- LONGER-LASTING RELIEF

*... simply return the unused tablets and
 your money will be promptly refunded.*



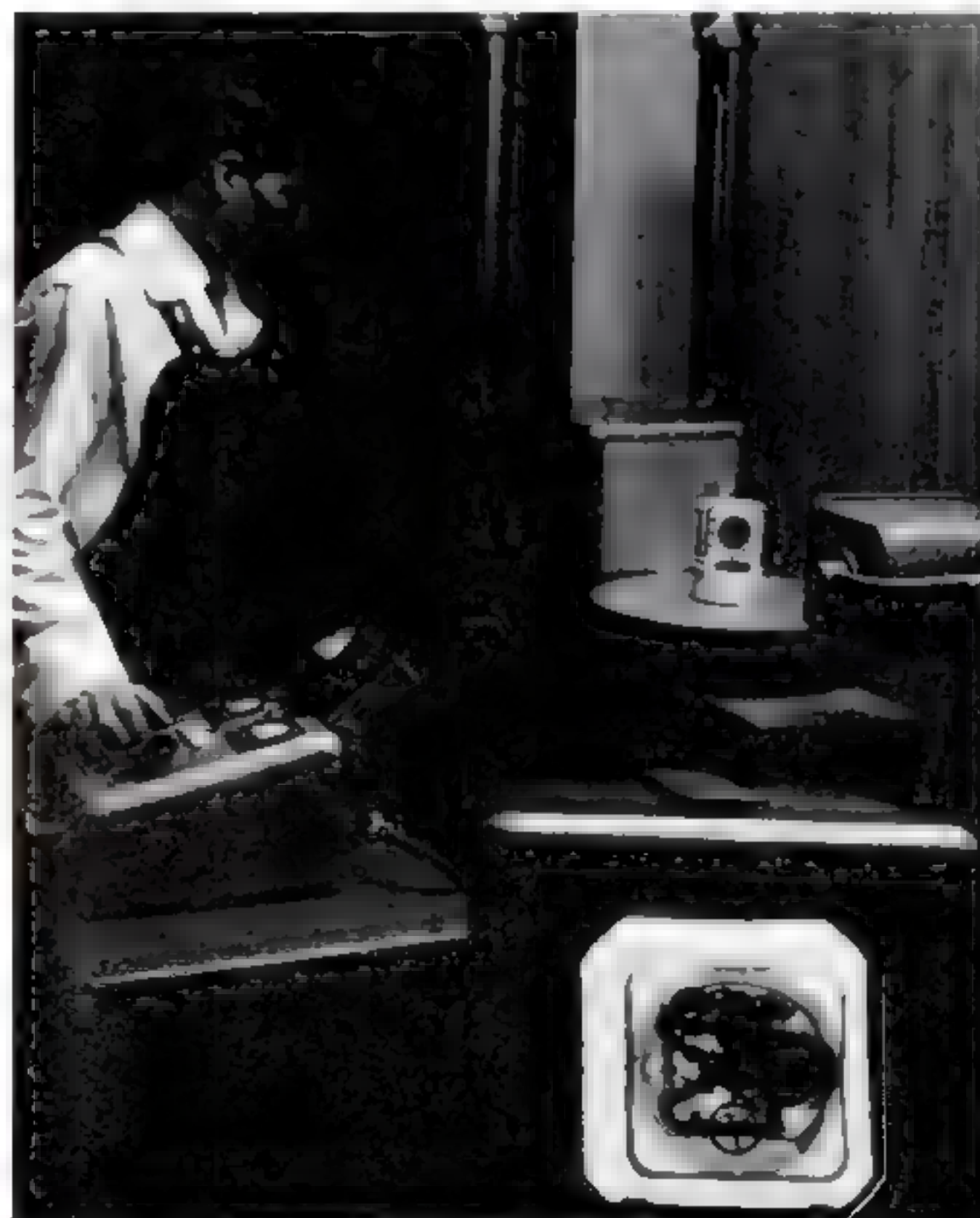
When you've got a real cold—
 get a real cold tablet

BROMO QUININE

Peeping Tom Device CONTINUED



PEERING INTO A DARK ROOM, the Lumicon on its screen reveals three people at a table. Box in doorway is camera whose fast lens gathers what little light is present in the room. Capable of intensifying light some 50,000 times, the Lumicon was originally designed to improve dim images of fluoroscopes.



INSPECTING A CLOCK, the Lumicon shows its works, a use which may be valuable on industrial assembly lines to reveal hidden flaws. An X ray tube (right, center) sends rays through clock, producing an invisibly faint X-ray picture on fluoroscopic screen (rear) which the Lumicon then makes visible.

It's Sheer Luxury
 Tailored
 To Fit Your Face

Superb Quality
MOLLE



Tailored
 FOR BETTER
 BRUSHLESS SHAVES

Molle Brushless is a heavier, richer, lanolin-loaded cream. For tough beards you use it full strength. If it's too rich for your beard... *tailor it*... simply leave your face wetter when you apply Molle. Known everywhere as the world's smoothest, most comfortable shave.



Tailored
 FOR DELUXE
 LATHER SHAVES

Molle Lather is the richer *Instant* Brushless lather... because it's loaded with glycerin it stays moist, lets your razor glide smoothly. For tough beards use it full strength. If it's too rich for your beard... *tailor it*... simply leave your face wetter when you apply Molle. Gives you the fastest, most comfortable lather shave—a shave that lasts all day!

EITHER WAY

The world's Best shave

Same Price As
 Ordinary Shave Creams

*Patented Molle

If you're saving for a comfortable future...



Where you save does make a difference

As more than 15,000,000 Americans already know, there are important advantages to putting your savings in insured Savings and Loan Associations...

Excellent returns from your money is one advantage.

Modern, efficient, forward-looking service is another.

And, of course, your money is safe because in insured Savings and Loan Associations your savings are protected by sound management and substantial reserves. They are insured up to \$10,000 by the FSLIC—an agency of the U. S. Government.

No wonder Americans are now putting more of their savings account dollars into insured Savings and Loan Associations than anywhere else!



Save where your savings really *work* for you. Put your money in an insured Savings and Loan Association where you get *excellent* returns. With 34 billion dollars of assets, these Associations are a great force in encouraging thrift and home ownership.



The nation's most popular place to put savings account dollars is in insured Savings and Loan Associations. Not only do you get excellent returns here, but your money *works* for your community and helps it to prosper.

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This sign identifies members of The Savings and Loan Foundation Inc., a nationwide organization of insured Savings and Loan, Building and Loan and Homestead Associations which sponsor this message. Address: 1111 E Street, N. W., Washington 4, D. C.



Alligator

the coat you'll live
in...rain, sun, cold

No other outercoats do so much for you. You enjoy luxurious just-right-weight fabrics, generously cut, with distinctive flare, smart drape. Anywhere, anytime, Alligator gives you new comfort, unmistakable elegance. See these and many others, all water repellent or water-proof. Wide choice of fabrics, colors, patterns. All great values, from ...

\$850 to \$4975

America's luxury gabardine. PLATINUM LABEL is made from Australia's finest wool. Smooth, silky, water repellent. \$49.75

Soft, luxurious All Wool Shetland fabric. WEATHER-STYLE shown center. In handsome patterns and colors. \$33.75

America's most wanted gabardine. Alligator GOLD LABEL. Luxurious all wool worsted gabardine... handsome favorite for all-weather comfort, usefulness. \$40.75

The Alligator Company • St. Louis • New York • Chicago • Los Angeles

Better Stores Everywhere Feature ALLIGATOR... The Best Name in Rainwear

Good-aire®

chases odors fast!



"I USE GOOD-AIRE ALL AROUND THE HOUSE, IN THE KITCHEN, BATHROOM, LIVING ROOM--EVEN CLOSETS. A FEW QUICK SPRAYS AND THE WHOLE HOUSE SMELLS FRESH AND INVITING."

MRS. F. HALL BILLINGS
PITTSFORD, N.Y.

"DOGGY ODORS VANISH FROM PETS AND KENNELS WITH A QUICK GOOD-AIRE SPRAY. THERE'S NOTHING ELSE LIKE IT TO CHASE ODORS FAST."

MRS. KERMIT VROMAN
LOUGHBOROUGH, N.Y.

WIN \$25.00*

GOOD-AIRE Air Refresher kills unpleasant odors—from cooking, bathroom, nursery, closets, cellar, etc., and people are always finding new uses for it. Have you? We pay \$25.00 for each one published in our advertising. In case of similar statements, the first received will be used. Send yours, in 25 words or less, on a postal card, to GOOD-AIRE, P. O. Box 43-A, Mt. Vernon 10, N. Y. Get GOOD-AIRE in handy 6 1/2 oz. and economical 12 oz. sizes at good stores everywhere.

*Subject to Federal, State and Municipal regulations.

MADE BY BRIDGEPORT BRASS CO., BRIDGEPORT 2, CONN.



PET OWNERS—
TRY VET-X PET SPRAY

Kills and repels fleas, ticks and many other pests. Deodorizes, too. A leading veterinarian's own formula.

Drug, grocery, hardware and department stores carry
BRIDGEPORT AER-A-SOL®
PRODUCTS, or can get them for you!



LUMICON'S INVENTORS, Ralph Sturm and Dr. Russell Morgan, are easily revealed in a dark laboratory. Photographer's camera registered only the bright flame (top) of match held by Morgan. Developed by the inventors at Johns Hopkins Hospital, the Lumicon is being made by Bendix Aviation Corporation.

A real "housework break"...
this *quick,*
refreshing lift!



Copyright 1956 by The Seven-Up Company

You don't have to wait till you're slaving over a hot ironing board! Any time the bed-making, dish-washing, dusting routine gets you down, help yourself to a lift with 7-Up.

Actually, in just 2 to 6 minutes after you finish the bottle, you get new pep! That's because, along with its other special ingredients, 7-Up has just enough pure, natural sugar to renew your energy.

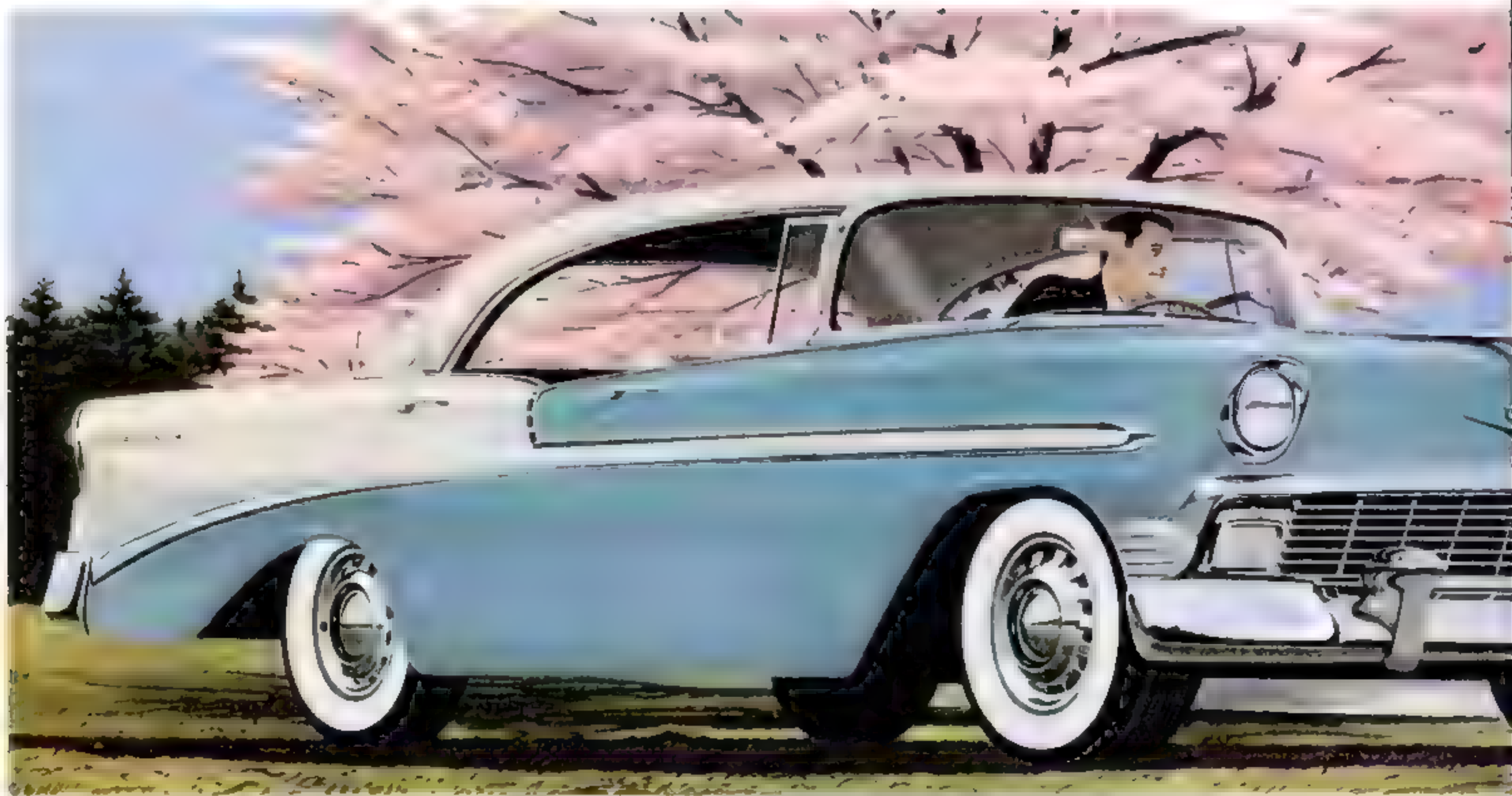
But 7-Up gives you something more—a refreshing *flavor* that makes your mouth feel sparkling clean and cool. And you feel ready to go again!

Next time you take a "housework break"—be sure you get a real one. Have 7-Up!

Watch "Soldiers of Fortune" for exciting TV adventure!

Nothing does it like Seven-Up!

"Fresh up" with
Seven-Up!

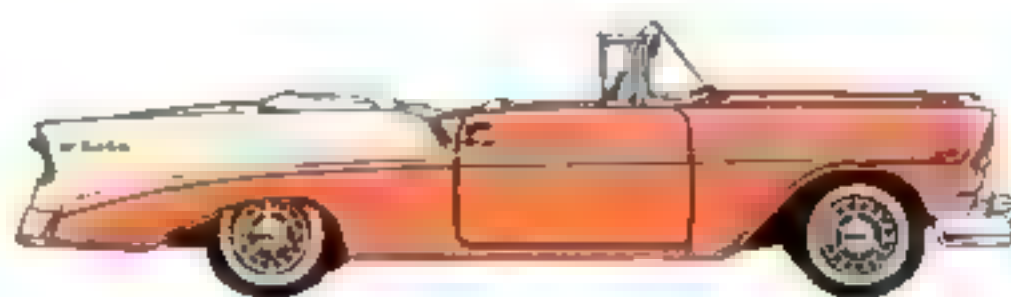


19 sure cures for Spring Fever ... all easy to take!

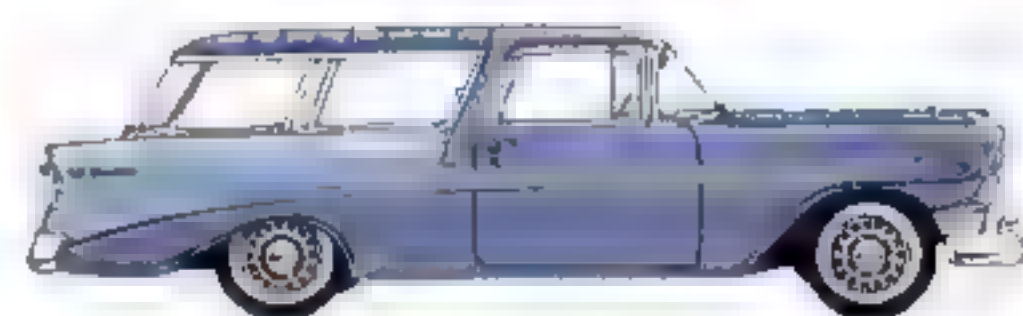
Those fresh and frisky '56 Chevrolets



THE BEL AIR SPORT COUPE—Another hardtop honey! With windows down, it's wide open for fun!



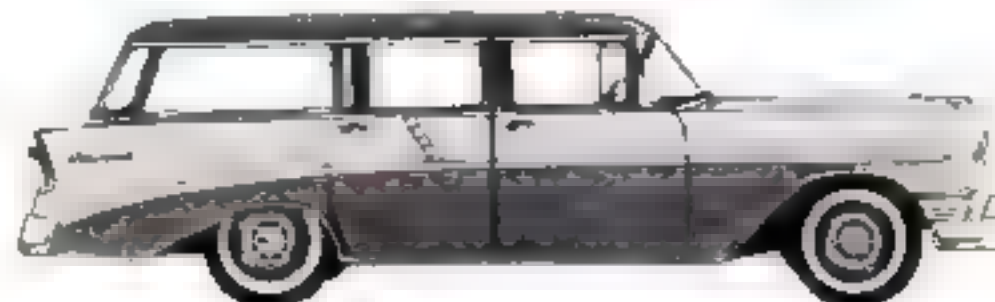
THE BEL AIR CONVERTIBLE—Loves to go—and looks it! Horsepower ranges clear up to 225!



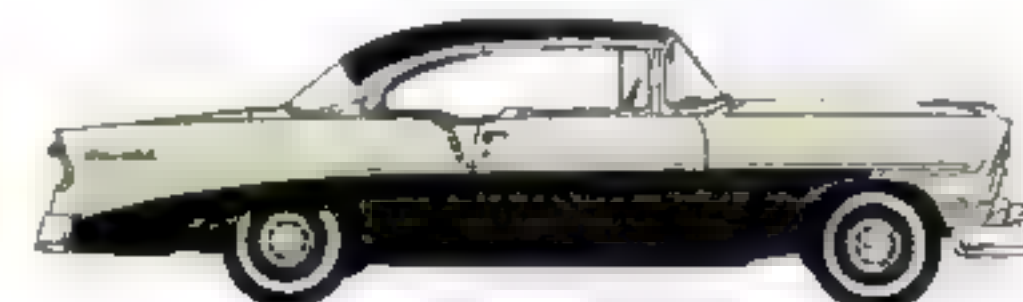
THE BEL AIR NOMAD—Sweet and low. This 6-passenger beauty is Chevrolet's last word in wagons!



THE "TWO-TEN" SPORT SEDAN—Four doors and no sideposts in this stylish new Chevy.



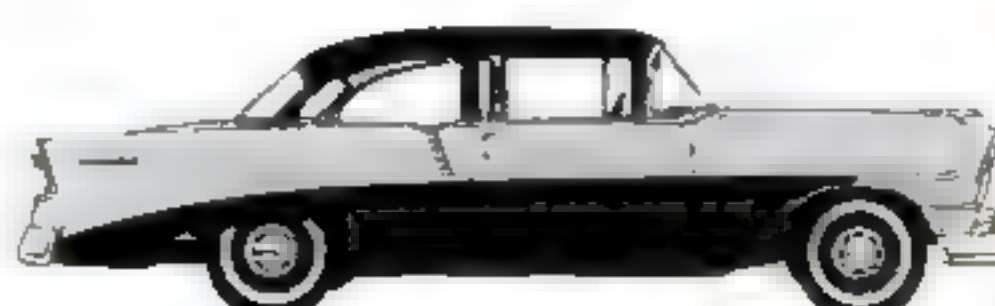
THE "TWO-TEN" BEAUVILLE—This 4-door wagon holds a whole baseball team, or ½-ton of cargo.



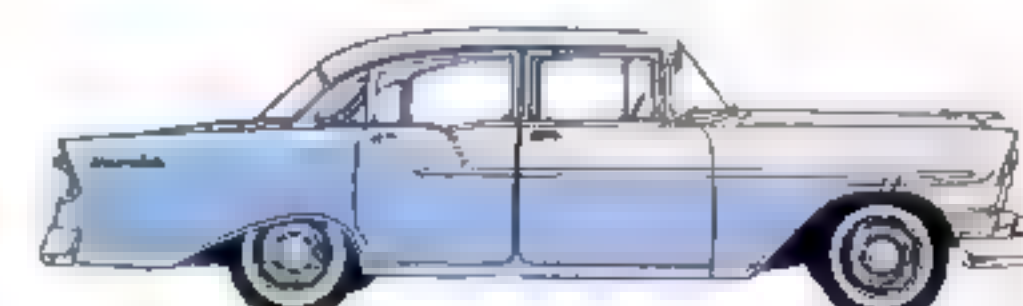
THE "TWO-TEN" SPORT COUPE—Made to have fun with—and it's Chevrolet's lowest priced hardtop!



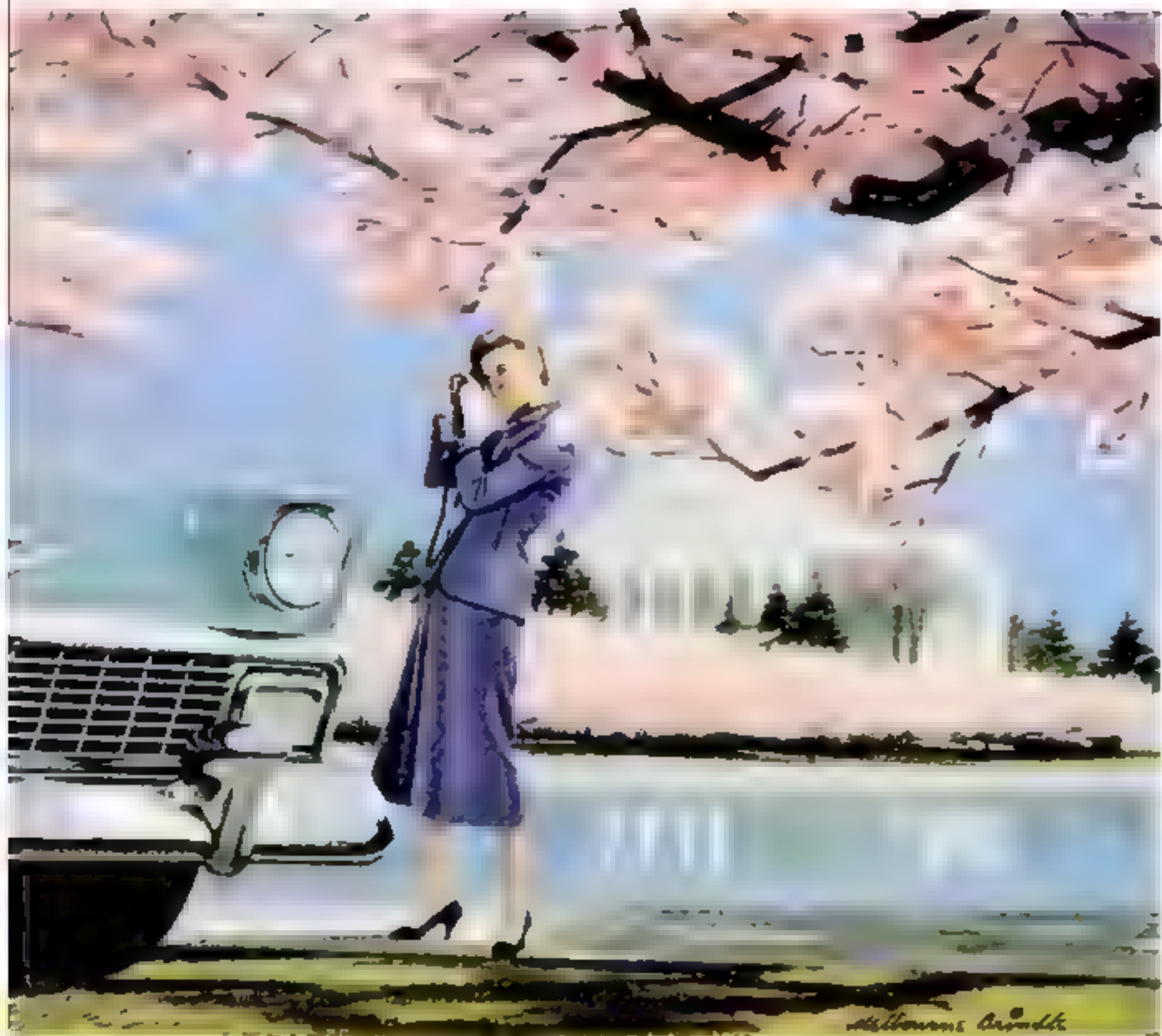
THE "TWO-TEN" HANDYMAN—Looking for a 2-door station wagon that seats six and handles big loads?



THE "TWO-TEN" DELRAY CLUB COUPE—Its all-vinyl interior thrives on hard use. Washes clean.



THE "ONE-FIFTY" 4-DOOR SEDAN—Notice the tasteful chrome trim in Chevrolet's lowest priced series!



THE BEL AIR SPORT SEDAN—One of Chevrolet's two new 4-door hardtops. Body by Fisher, of course.

THE HOT ONE'S EVEN HOTTER



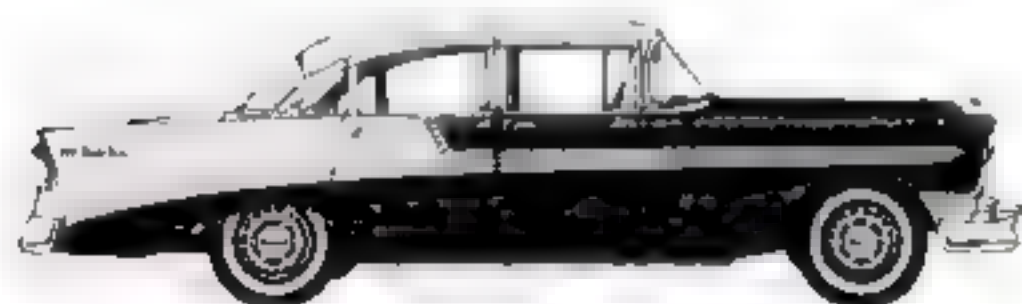
Are you feeling slightly day-dreamy these days? Find yourself thinking of far-away places where tall trees hem in the highway and sunlight skips merrily along a chuckling mountain stream? That's spring fever, friend.

It's curable, though—and we don't mean with sulphur and molasses. You just pick yourself out a frisky new Chevrolet and go find that mountain stream. Or, if you can't get away for the trip, just *owning* a new Chevrolet will do the trick.

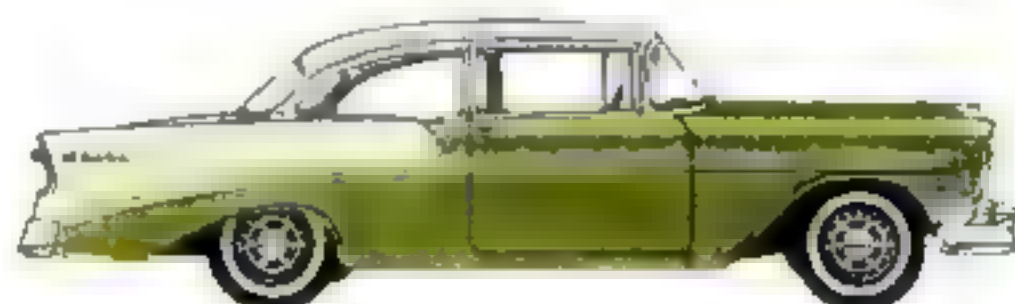
Sunday sightseeing around town and afternoon jaunts in the countryside are shiny new adventures when you're driving one of these fun-loving new Cheves.

In all, Chevrolet offers 19 sure cures for spring fever—all with Body by Fisher and horsepower ranging up to 225 for safer, happier traveling. We'll be happy to fill the prescription whenever you stop in. Why not make it soon?

SEE YOUR CHEVROLET DEALER



THE BEL AIR 4-DOOR SEDAN—Chevrolet brings you the security of safety door latches in all models!



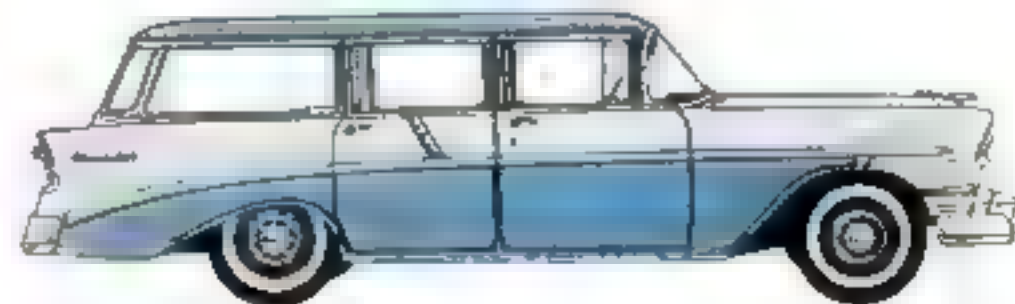
THE BEL AIR 2-DOOR SEDAN—A beautiful thing to handle! Ball-Race steering makes turning easier.



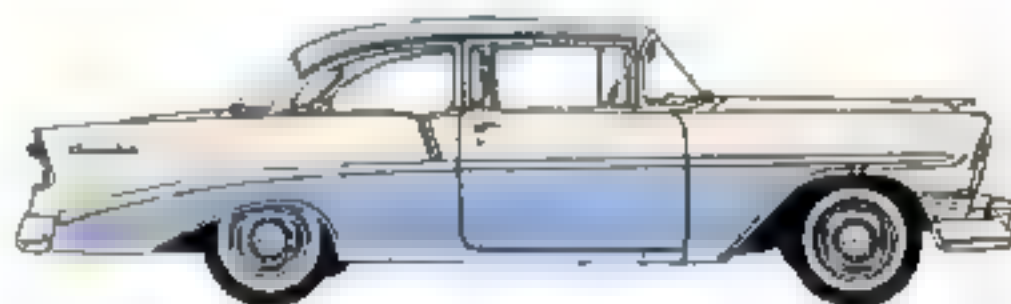
THE BEL AIR BEAUVILLE—Seats nine passengers, or converts quickly to roomy cargo carrier.



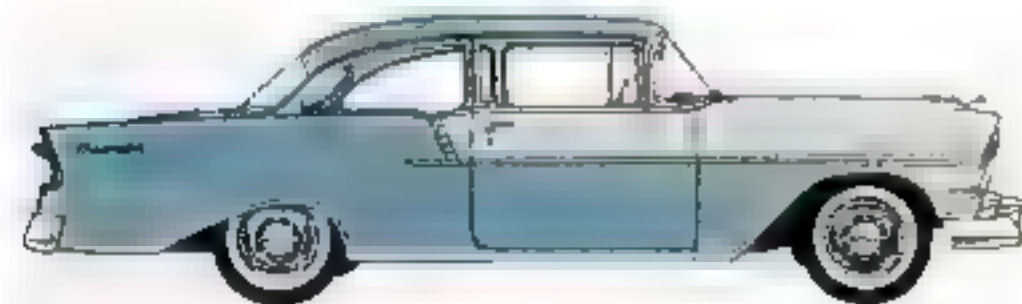
THE "TWO-TEN" 4-DOOR SEDAN—As you can see, the "Two-Ten" series has its own sassy new styling.



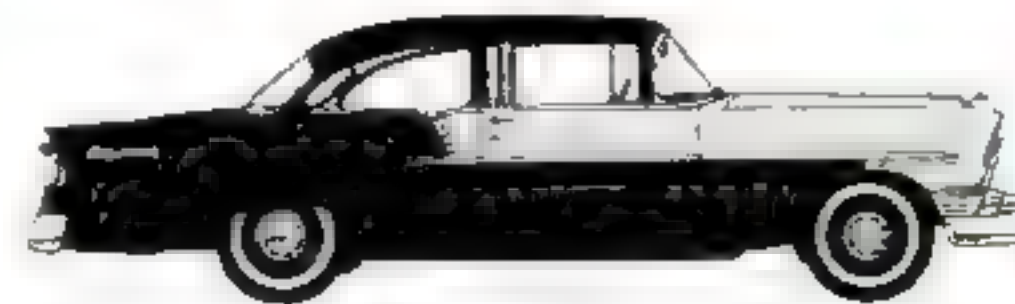
THE "TWO-TEN" TOWNSMAN—Plenty of room for six—plus big load space in this 1-door wagon.



THE "TWO-TEN" 2-DOOR SEDAN—Directional signals are standard in all new Chevrolets.



THE "ONE-FIFTY" 2-DOOR SEDAN—Your choice of V8 or 6 power in every new Chevrolet.



THE "ONE-FIFTY" UTILITY SEDAN—The entire rear compartment is load space.



THE "ONE-FIFTY" HANDYMAN—Rear seat folds flat for extra carrying capacity in this 2-door wagon.



Some things you may have to wait for... but not your sterling

Paris... Capri... Honolulu... well, maybe that will be your *second* honeymoon.

But some of the extra-special things of life can be yours *right now*. One is your precious solid silver. Never has it been so easy to own International Sterling!

Today, even a young bride with a young budget can have her service for eight in International Sterling and pay for it while she uses it—as little as \$3.75 a week!

Solid silver contributes so very much to the happiness of everyday living. And it lasts forever! The real beauty of

International Sterling begins to show only after years of constant use

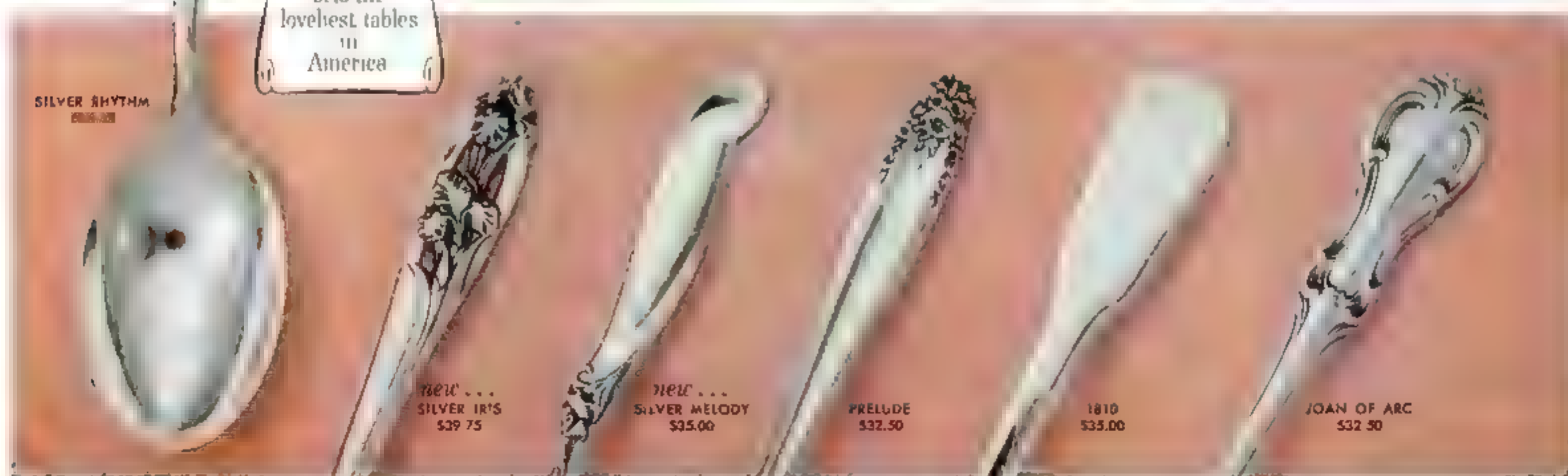
You choose from 16 exquisite patterns—patterns with a rich weight, deep-sculptured design and warm, radiant color that cannot be duplicated in a lesser metal.

Suppose you decide on Silver Rhythm. A six-piece place setting will cost \$35.00 including tax. Other International patterns from \$29.75. And the 42-piece set—all you need to serve eight—from \$225.50 with tax. Your dealer will be glad to explain about his time payment plan.

International
sets the
loveliest tables
in
America

International Sterling

The solid silver with beauty that lives forever



Prices are for one 6-piece place setting including Federal tax. The International Silver Co., Menden, Conn



TEARFUL BUT HAPPY, NEW WORLD FIGURE-SKATING CHAMPION CAROL HEISS PUTS HER CHEEK UP FOR A KISS FROM HER GRANDFATHER, DR. REINHOLD KOOB

WORLD CHAMP AT LAST —AND CAROL CRIES

Skater Heiss finally beats bitter rival Albright

The tears she never shed when time and again she lost to her perennial rival, Tenley Albright, finally slid down Carol Heiss's cheeks at Garmisch-Partenkirchen, Germany, where she became the new world's figure-skating champion. In nine previous meetings, including the 1955 world championship and the Olympics at Cortina (LIFE, Feb. 13), Carol had finished behind Tenley. But in the world competition 16-year-old Carol went ahead early. In the compulsory figure phase, which counts most in the total scoring, she took a thin lead over Tenley, the first time she ever had held such advantage. Then with her more abandoned, more dazzling free-skating program, which she whirled through to the music of *If I Were King*, she increased her lead to win 195.2 to 194.7. In two weeks, at the U.S. championships in Philadelphia, Carol and Tenley will continue their personal rivalry, as taut and bitter as any in sport today.

TRACING A LOOP, Carol concentrates on the pattern as she outdoes herself → in compulsory skating phase, where she usually makes her weakest showing



CONTINUED

★ Lovely,
★ Larger
★ Diamonds

REGISTERED
Starfire
DIAMOND RINGS



Starfire — a touch of stardust, so brilliant in styling, so radiant with lovely, larger diamonds. Truly the diamond ring created for you.

The Starfire Certificate, signed by your jeweler, permanently registers and guarantees your diamond. Look for the name Starfire in the ring.

A Product of A. H. Pond Co., Inc.
Also Producers of Keepsake Diamond Rings

Starfire Diamond Rings 13-56
Syracuse 2, New York

Please send me free booklet "Heading for a Wedding" featuring the accepted customs and conventions of the engagement and wedding including proper attire. Also the name of my nearest Starfire Jeweler

NAME _____

ADDRESS _____

CITY _____ STATE _____



AWAITING CALL to do her free-skating program, Carol tensely bites her hand in a dressing room occupied by some of the other 21 competitors.



AWAITING RESULTS, Carol sits next to her mother (right) at the edge of the rink and hopefully watches judges present scores on her performance.

Cut down on
dish breakage

with beautiful new

PYREX
Dinnerware



So tough you can
drive nails with it!

SAVE MONEY with PYREX Dinnerware. It's beautiful enough for all your entertaining—yet it's made to take the roughest treatment your family can dish out every day! 16-piece set for four—choice of four handsome color borders.



\$6.95

Open stock
available

Also available
with borders
banded in gold
\$9.95

CORNING GLASS WORKS, Corning, N. Y.



Remarkable!
the instant coffee
underneath this lid!



Chase & Sanborn has done it . . . made a full-bodied instant coffee for people who know and appreciate good coffee. Look for the jar with "full-bodied" on the lid!



Chase & Sanborn
the Full-Bodied Instant



HOW SAFE THEY ARE in smart Mighty-Mac jackets! They show up from over 700 ft. away allowing ample stopping time.

Mighty-Mac JACKETS



Skinner Cat's-Eye Fabric
with Flecton® Yarn,
available at these
and other fine stores

Jordan Marsh Co. Boston, Mass.
Abraham & Straus Brooklyn, N.Y.
Kleinhan's Co. Buffalo, N.Y.
The C. N. Vicary Co. Canton, Ohio
B. R. Baker Co. Cleveland, Ohio
Higbee Co. Creve and, Ohio
Rike Kumlir Co. Dayton, Ohio
Yunker Bros., Inc. Des Moines, Iowa
Pomeroy's Harrisburg, Pa.
Youth Centre Hartford, Conn.
Penn Traffic Co. Johnstown, Pa.
J. W. Knapp Co. Lansing, Mich.
The Larkey Co. Newark, N.J.
Gimbel Bros. New York, N.Y.
Nebraska Clothing Co. Omaha, Nebr.
John Wanamaker Philadelphia, Pa.
Gimbel Bros. Pittsburgh, Pa.
Tepper's Plainfield, N.J.
Gladding's Providence, R. I.
McCurdy & Co. Rochester, N.Y.
Sibley Lindsay Curr Rochester, N.Y.
Stuckey's Rockford, Ill.
John Bressmer Co. Springfield, Ill.
E. W. Edwards & Son Syracuse, N.Y.
Woodward & Lothrop Washington, D. C.



AT NIGHT—ACCIDENTS PREVENTED... After-dark drivers can see new jackets of "Cat's Eye" fabric

with "Flecton" yarn a quarter of a mile away, yet they look normal to the wearer or to the person beside him.

NEW CLOTHES PROTECT CHILDREN'S LIVES

Reflect Car Headlights in Twilight and Dark

Now every driver can see your child...in dark of night or misty morning light. There's a life-guarding secret in new "Cat's Eye" fabric that becomes brightly visible in the direct beam of a car's headlights. Woven by William Skinner & Sons, the fabric features "Flecton," a special safety yarn scientifically developed by Minnesota Mining and Manufacturing Company. "Flecton"

acts much as reflectorized stop signs do, protecting pedestrians who wear it by signalling a vivid warning to drivers. You'll notice nothing unusual when you see attractive "Cat's Eye" fabrics made up in Mighty-Mac jackets at your favorite store...miraculous "Flecton" yarn acts only when it is needed: in the dark, under a direct beam of light; its brilliance is hidden in daylight.

GOOD LOOKING SPORTSWEAR of "Cat's Eye" fabric, woven of nylon, cotton and "Flecton" is hand-washable and water repellent: (left) Mighty-Mac® "See Rig" jacket has reversible poplin lining. Sizes 6 to 20,

\$12.95. (center) Mighty-Mac "Life Rig" jacket is also reversible. Sizes 6 to 20, \$14.95. (right) Mighty-Mac "Flash Rig." Sizes 6 to 20, \$14.95. Matching caps for all styles \$1.95. Available at stores listed in column at left.





You'll never go back to ordinary hairdressings!



In handsome squeeze flask ... costs a dollar and worth it!

You'll never go back to ordinary hairdressings once you try SUAVE® in this handy, unbreakable squeeze flask. Greaseless, of course... SUAVE can't stain hatbands. Insures natural good grooming all day. Use only a few drops... it goes much further and costs no more to use.

In alligator-grained squeeze flask Trial size 65c **\$1**

©Trademark



WINNING LAUGH helps snap the tension for Carol, confident because she is already ahead, before she skates out for her final free-skating program.

Those wonderful

FRYE JET BOOTS

Hiking, hunting, riding — in rain, snow, sun — by horse, auto or plane — sitting by the fire or on-the-go, your FRYE JET BOOTS are the best friends a man's feet ever had. Made of supple calf and kid leathers, with specially fitted INSTEP, they're as comfortable as your slippers, as firm as your jodhpur boots. Never has one boot served so many purposes, felt so good on, or worn so well! Once you own a pair, you'll never be without them. The one and original FRYE JET BOOTS, incidentally, are the best — yet they cost no more than the others, sometimes less.



Most styles under **\$18**

5 to 14
AAA to EEE

For the store nearest you, write to
JOHN A. FRYE SHOE CO., Inc. Marlboro, Mass.

QUICK RELIEF

TUMS 10¢ A ROLL

FOR ACID INDIGESTION
GUARANTEED TO CONTAIN NO SODA

WHITE ROSE

GENUINE

White Petroleum Jelly



Full pound jar
69¢ value
NOW ONLY 49¢

Genuine, Pure • Other sizes from 10¢

JAW TEASERS

America's Favorite
BUBBLE GUM

BRANDED FOR
QUALITY
SOLD EVERYWHERE



FOR CASSEROLE DISHES IT'S

A-1 SAUCE



You get a lot
to like

-filter
-flavor
-flip-top box



Marlboro

THE NEW FILTER CIGARETTE FROM PHILIP MORRIS

NEW
FLIP-TOP BOX

Firm to keep
cigarettes from
crushing
No tobacco in
your pocket.

Thank a new recipe for the man-size flavor.

It comes full through the filter with an easy draw.
Thank the Flip-Top Box for the neatest cigarette package
you ever put in your pocket or purse. Popular filter price.

(MADE IN RICHMOND, VIRGINIA, FROM A NEW PHILIP MORRIS RECIPE)





Happy endings for sale

**The story of Equitable's Living Insurance—
and how it can add joy to the years ahead**

In real life, the love story doesn't end with a kiss. It's a story of the pay check and the house, the first child, the school, the growing up and settling down — the story of living.

And you can buy happy endings for your own story. With Equitable's *Living Insurance*, you protect yourself and those you love in all the ways that count — and for surprisingly low cost.

For young lovers, for example, there's a very special Equitable Convertible Policy which gives a man five years to decide on what protection best suits his future — and his family's.

For young owners of dream houses — there's Equitable's Assured Home Ownership Plan which protects the roof over your head. Your home will always be there for your family — even if you're not. And this plan provides life insurance with substantial cash values.

For young parents — there's Equitable's Major Medical Expense Policy. With this plan, you can stop worrying that your life savings could be wiped out by serious illness or accident in your family.

These are three ways in which Equitable's *Living Insurance* provides happy endings at low cost. The Man from Equitable — a trained and experienced insurance advisor — can tell you more about them. He'll show you exactly how *Living Insurance* stresses benefits for you and your family while you live — or for the loved ones who live on after you. Remember — the sooner you start Equitable's *Living Insurance*, the less it costs. *The Equitable Life Assurance Society of the U. S., 393 Seventh Avenue, New York 1, N. Y.*

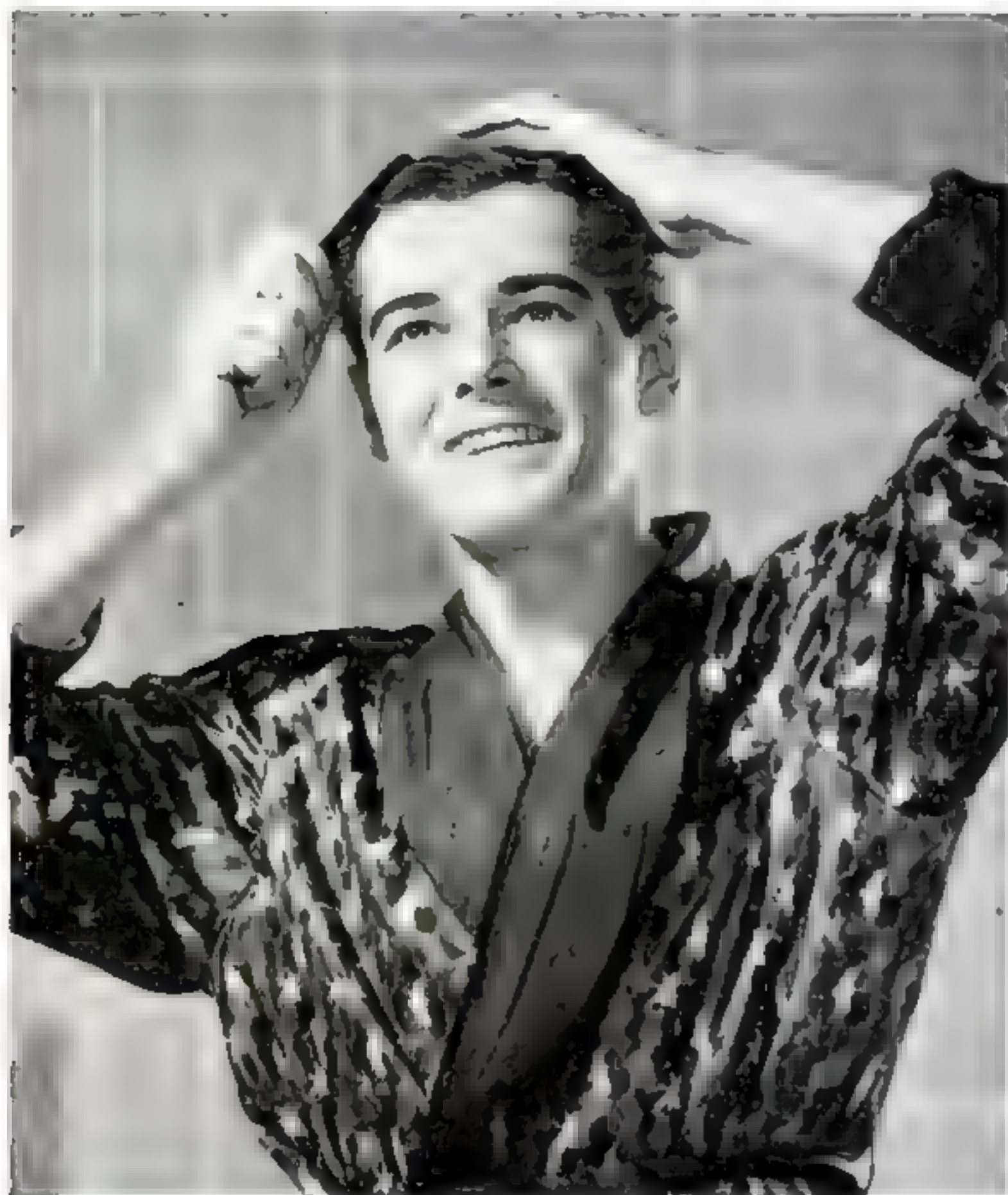
Living Insurance by Equitable

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"Tender Moment"
Photographed by Robert Frank

MORNING HEADACHE? ACHING MUSCLES? HOUSEWORK FATIGUE? CATCHING COLD?



MORNING HEADACHE? FEEL BETTER FAST—A day that gets started wrong usually goes from bad to worse. That's why, when you get up with a dull, morning headache, you should take Bayer Aspirin first thing. It puts you on the right track—*fast!* Even before you've finished dressing, your headache should be gone and forgotten.

BAYER ASPIRIN makes you FEEL BETTER FAST!



YOU CAN TAKE BAYER ASPIRIN ANY TIME

It is used by millions more people
than any other pain reliever—
WITHOUT STOMACH UPSET!



ACHING MUSCLES? FEEL BETTER FAST—It will soon be time to start working on your garden or lawn. You'll get a lot more fun out of it if you don't have to suffer from the aching muscles it often causes. Bayer Aspirin will relieve your aching muscles *quickly*—just as it relieves backache, neuralgia and neuritic pain.



HOUSEWORK FATIGUE? FEEL BETTER FAST—Here's the thing to do any afternoon that housework has you feeling tired and headachy. Take Bayer Aspirin to relieve your headache... sit down for a few minutes... put your feet up... and *relax*. You'll soon be feeling like yourself; so you can *enjoy* your evening.



CATCHING COLD? FEEL BETTER FAST—Spring showers bring flowers—and they often bring colds, too. And that's when you need Bayer Aspirin. You should take two Bayer Aspirin tablets at the *first sign* of a cold. This not only relieves cold discomforts but *also* reduces fever! Just see how *quickly* it has you feeling better.

WHY BAYER ASPIRIN MAKES YOU FEEL BETTER FAST—



Just drop a Bayer Aspirin tablet in a glass of water and watch what happens. You'll see that it starts disintegrating *instantly!* It does the same in your stomach. That's one reason why Bayer Aspirin brings you *fast* relief!

A lovely girl tries to catch up with a runaway career



IN A BEVERLY HILLS RESTAURANT KIM NOVAK SITS WITH A FARAWAY LOOK AS AGENTS AL AND WILT MELNICK HOTLY DISCUSS HER BLOSSOMING MOVIE CAREER

KIM NOVAK MOVES UNCERTAINLY IN NEW WORLD OF MOVIE FAME

Kim Novak sits, beautiful and dreamy-eyed, only half-listening as two agents (*above*) discuss her prospects as if she were a commodities future like oats or cotton. They know, and she is finding out, what a valuable commodity she is—this withdrawn girl whose power to project poignancy and sex appeal from the screen has pushed her into \$11 million worth of movies in 19 months. As a tarnished angel in *Man with the Golden Arm* and as a small town belle in *Picnic*, she has leading roles in two of the country's biggest box office hits. *Picnic* is No. 1, *Arm*, No. 3.

But success sits uneasily on Kim Novak's head—a million-dollar worrywart. Hollywood calls her—and the reasons go back to her childhood. In Chicago, where she was born in 1933, Kim was a gawky, unattractive tow-head, the butt of neighborhood jokes. Her gawkiness gone, she became a

model when her mother fixed a teen-age beauty contest so Kim would win. In California, where she wound up a tour demonstrating iceboxes, she was noticed by Columbia and after a screen test was put into a small but highly successful lead. Then, lovely but untrained, she was out in the world of build-up and mink coats, of flattery, exhibition and nursemaid attendance—the world shown in these pictures taken on Kim's recent coast-to-coast tour.

Kim has not yet settled down as an inhabitant of this world. Avidly ambitious, she was totally unprepared to have her ambition so spectacularly satisfied. Lonely and unsure, she has been made lonelier and more uncertain by the rigors of her sudden rise to popular success as a star. In the midst of her moody insecurity, she has bursts of almost willful assertiveness, as if testing just how much this new world really revolves around Kim Novak.



LEARNING TO SHINE. Kim falls unconsciously into role of old-time movie queen while trying on \$12,000 mark rented by studio designer Jean Louis.



LEARNING TO ACT. Kim works nights at her own expense in class conducted by Batoua Schneider, wife of studio coach Benno. Here she tries to cry.



From mink, a journey home to mother



WISHBONE TREE on family lawn in Chicago is lucky charm to homecoming Kim. She says it has three wishes, none of which she has yet had to use.

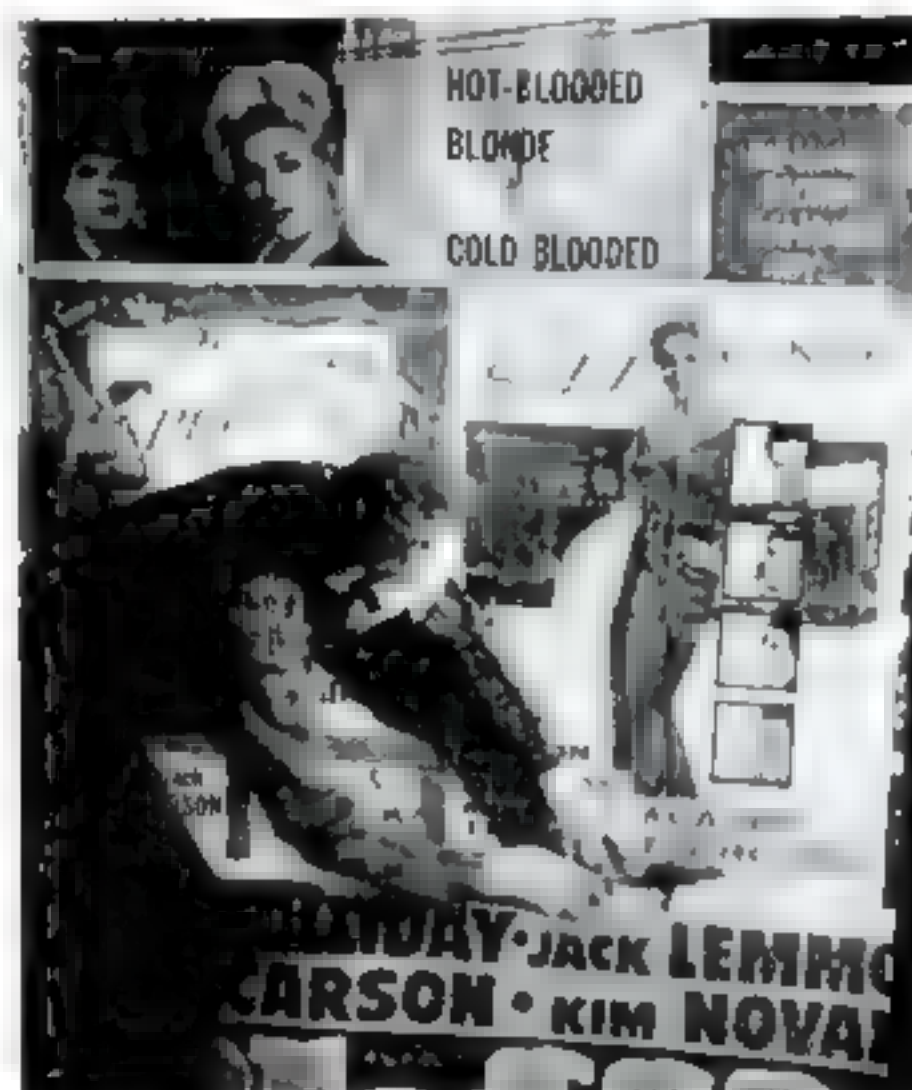
FAMILY DINNER at the Novaks' in Chicago is joined by Kim who stopped off for a rushed visit on her way east. Seated (from left around table) beside portraits of Kim are mother, brother-in-law Bud Mamborg, childhood friend Barbara Mellon, father, elder sister Ariene and her Aunt Mildred.





DINNER IN HOLLYWOOD is group affair with movie hopefuls at all-girl Studio Club where Kim, who now earns \$500 a week, pays \$19.00 for a room.

She explains she lives there to avoid too much comfort which she fears will spoil her. She also stays out to save money and to find easy companionship.



PROUD FATHER, Joseph Novak, an ex-astory teacher turned rail and freight tricker, tucks up posters in collar. Kim takes a lot of time in tempering out.



PLEASED MOTHER, to whom Kim now feels she is closer than ever, welcomes her girl. She and family called Kim 'Mickey.' Her real name is Mardyn.



LONG, GLUM GOODBY to Mick Krom precedes part A. After owner Krom's not constant son, a husband, Kim puts off the question of

whether or not she is in love with him. Facing rising young actresses before her, she says she must fulfill herself as an actress before she gets married.



BEDTIME STORY. Saint-Exupéry's *Little Prince* is read. Capt. Krom on eastbound train by her companion Muriel Roberts of Columbia. Reading gives

Kim headaches but she loves to be read to. Frank Sinatra, she says, introduced her to Thomas Wolfe and she has now gone through two of his novels.



KIM NOVAK CONTINUED

A little privacy



← **KIM COOPERATES** with photographers on arrival in New York. She says she dislikes excessive publicity because it will hamper dramatic recognition.

and back in circulation for a big public hello



EYES RIGHT is executed with almost military precision by dining car maids aboard New York-bound 20th Century Limited as Kim eases into a seat. Kim likes the stares of recognition that now follow her across the country but somewhat

wistfully wishes it were based more on her acting than her glamor. Constantly and self-consciously she reminds herself of the three things she must always shun. She calls them her "three C's"—comfort, commercialism, and commonness.



ON WEEKEND AWAY, Kim escapes worries at Grossinger's in Catskills. Her first time on skis, she takes lesson from chief instructor Tony Kastner.

WORLDS AWAY, Kim listens to crystal gazer Zaza → in Armando's in New York. Kim refuses to believe any bad omens. Zaza's prophecies were all good.



A time for skis and friends, a pause for prophecy

TAPED FOR SIZE by lucky salesman at J. Press, men's store in New York, Kim shops for her favorite apparel: men's shirts. Though new clothes are her chief expense as new star, Kim still prefers to wear tomboy casuals whenever she can.



PEEKABOO WITH A CHIMP, J. Fred Muggs on Garroway's early morning TV show, pleases animal lover Kim, who as a child put up sign on house, "Bring Sick and Stray Pets Here," wound up with mice, chickens, cats, rabbits and a goat.





WHISPERED ADVICE, here given to her by publicity aide Muriel Roberts as Kim shops for clothes, constantly fills Kim's life as she learns the ropes. Still wary of making big decisions on her own, she takes the endless advice willingly.



A RARE LAUGH from her Kim greets joke by Otto Preminger who visits Kim while she is in New York. She has great fondness and respect for Preminger, who directed her in United Artists' *Green Room* and put her genuinely at ease.



After tears, reassurance in a mirror

Sometimes the conflict between Kim the aspiring actress and Kim the unhappy worrier boils over in tears, as it did recently (right) on a TV show in New York. A rapidly improving actress, her worries are unjustified. She has what many directors, some of whom liken her to Garbo, prefer to mere technique—naturalness, pliability and boundless energy. Otto Preminger praises her "basic honesty and warmth" and Josh Logan, *Picnic* director, calls her "a sensitive and creative girl."

Kim almost stole *Phffft!* from seasoned comedienne Judy Holliday with a surprise performance as a dizzy playgirl, and in the forthcoming *Eddy Duchin Story* she switches to high, moving tragedy as the late musician's wife. If her confidence can catch up with her publicity, Kim Novak, self-styled Chicago ugly duckling turned overexposed Hollywood swan, may really begin to enjoy her hectic world.



EXASPERATED, Kim hears from Ed Sullivan that her part in his TV show is to cue Susan Strasberg (left) while latter does a scene from movie *Picnic*.



DETERMINED, Kim pleads with Columbia executive Paul Lazarus to intercede with Sullivan and give her more than just a clotheshorse part in show.



OVERCOME, Kim flees in bitter frustration to her TV studio dressing room where she angrily flings a vase of flowers to the floor and sobs in abandon to

a rose she destroys: "I'm tearing this flower apart like I'm destroying my life." As she often does, she later turned the episode into a little poem.



COMPOSED AT LAST and given lines she wanted, smoldering Kim smooths down the revealing dress Sullivan wanted and prepares to go on the air.

CONSULTING HER MIRROR on the way back to Hollywood on train, Kim finds reassurance in lucky looking glass and its cracked but beautiful image. →



How to avoid dry, unruly "wildcat hair"



New greaseless way to keep your hair neat all day

Hunting for a greaseless hair tonic?

New Vitalis tames hair with V-7, the unique grooming discovery that's not a mineral, vegetable or animal oil. You can use it every day—yet never have an over-slick, plastered-down look.

What's more, Vitalis protects your hair and scalp handsomely from annoying dryness. And tests show it kills on contact germs many doctors associate with infectious dandruff.

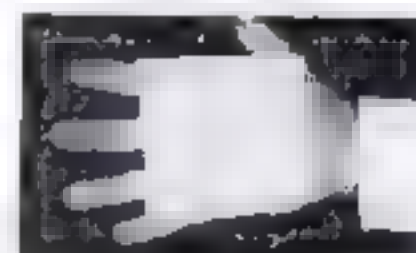
Try new Vitalis with V-7. You will like it. (And so will your mate.)

New VITALIS® Hair Tonic with V-7.

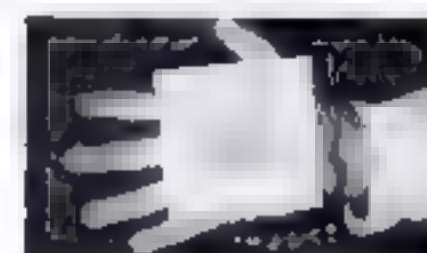


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NEW VITALIS



MESSY OILS



"TISSUE TEST" PROVES GREASELESS VITALIS OUTDATES MESSY OILS. In an independent testing laboratory, Vitalis and leading cream and oil tonics were applied in the normal way. Hair was combed and then wiped with cleansing tissue. Untouched photographs above show the difference in results!

TRANSPORTATION



RIDING TUBULAR STEEL TRACK 30 FEET ABOVE GROUND, THE CAR HANGS FROM RUBBER-TIRED OVERHEAD WHEELS

A HANGING TRAIN WITH ONE TRACK

America's first hanging monorail passenger conveyance was on display last week in Houston, Texas. While crowds took turns riding, a gasoline-powered car shuttled along a 970-foot single elevated track (above). Builders of the demonstration monorail, Monorail Inc. of Houston, say it costs less to build than a subway or standard elevated system and hope it will appeal to U.S. cities with transit problems.

INSIDE COACH, Houstonians rule with a stewardess in attendance. The glass plastic car has room for 60, can go 60 mph. Passengers get a smooth ride and also a sensation of floating through space.



My constipation
worries are
over!



Milk of Magnesia
gives more complete
relief

than any other laxative which acts only on constipation... gives better relief than all of them—because it also relieves any accompanying acid indigestion. Three tablespoonfuls taken at bedtime work leisurely. Your sleep is not disturbed. When morning comes you get the relief you need to start the day feeling wonderful. Use Phillips' Milk of Magnesia the best laxative money can buy.

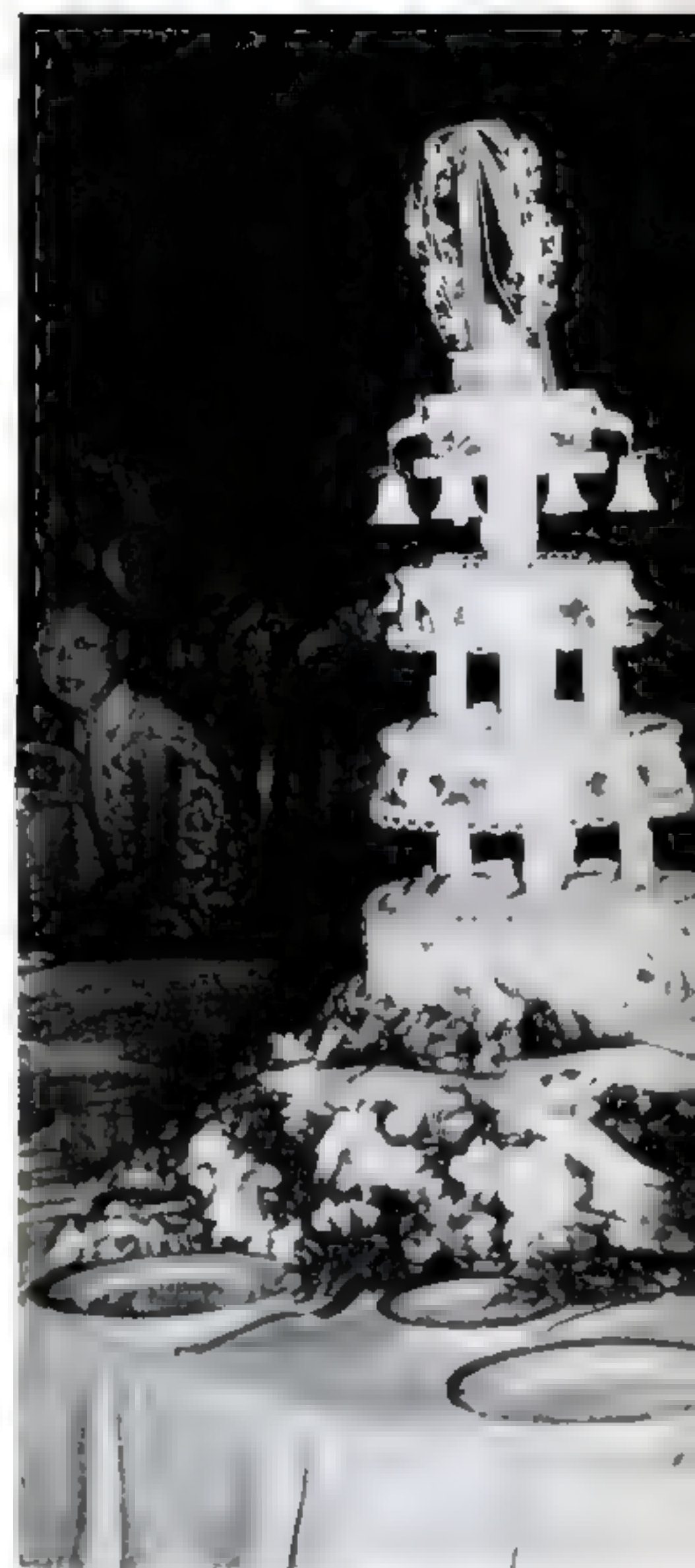


PHILLIPS'
MILK OF MAGNESIA



ALONE IN MONTREAL, Grace Li stands before the Church of Notre Dame, 325 miles from New York

and the husband who has been kept apart from her for years by international immigration restrictions.



TOGETHER IN SHANGHAI on Aug. 10, 1946, Pei-Chao Li and Grace Wang Li began the married life that

THE AGONIZING ODYSSEY

For seven heartbreaking years a young Chinese couple has been battling U.S.

If you could see them together you would consider them an exceptionally attractive couple. He is a handsome man with pleasant manners who was an honor student at Columbia University, where he received his doctor's degree in education last June.

She is a very pretty woman with warm personal charm.

But although they are husband and wife it is impossible to see them together. It is necessary to see the husband in New York and to go to Montreal to see the wife. Though only 325 miles apart they might as well be on different planets. For seven years, in an odyssey that has taken her from Shanghai to Hong Kong, to London, to Paris, to Amsterdam, and at last to Montreal, they have been trying to get together. They have been unable to pierce the paper wall that keeps them apart.

Their names are Pei-Chao Li and Grace Li. They were both born in Canton and she calls him by the Cantonese "Chiu."

Li represents a successful blend of ancient Chinese culture and modern Western thought. He was brought up in an old-tradition Chinese family which glorified scholarship. The principal of his high school in China was a graduate of Columbia and as a youth he set his heart on going there himself.

Grace was brought up in a Chinese Christian family. Her father, a

dentist who did postgraduate work at the University of Pennsylvania, has always loved the U.S. Educated at the Shanghai American School, St. John's University and Dutton's Business College in Shanghai, she speaks faultless English with a sprinkling of American slang, loves apple pie and knows more American history than many Americans.

They met in 1944 and on Aug. 10, 1946 they were married in the Community Church of Shanghai. He was 28 years old, she was 20.

After two happy years of marriage Li left for the U.S. to study at Columbia, after which he planned to return to China to teach. "I'll see you in a year," he told his wife. She got a job in Shanghai as a secretary.

In May 1949, nine months after Li left for the U.S., the Communists swarmed into Shanghai. Grace Li fled to Hong Kong where she got a job with an American export-import firm.

She was now 22 years old.

She in Hong Kong and her husband in New York set about the business of getting themselves together. They anticipated no real difficulty.

Grace Li went over to the U.S. consulate's visa section on Queens Road. She walked happily inside.

"I want to apply to go to the U.S. as a visitor," she said at the counter.

"Surely," the consulate employee said. He gave her an application for



was to be interrupted, but only briefly they thought, when he left there to study in the U.S. two years later.



ALONE IN NEW YORK, P. C. Li walks the streets of the city where he spent thousands of fruitless hours

seeking ways of enabling his wife to join him and where he still hopes some day to make her a home.

OF TWO PEOPLE IN LOVE

immigration restrictions for the right to be together again by WILLIAM BRINKLEY

a visitor's visa. She took it back to her office and filled it out. The form asked such routine questions as name, age, place of birth, name of parents, job if any, scars if any, name and address of person to whom destined in the U.S., purpose and length of intended stay in the U.S. To this last Grace Li typed in: "To visit my husband, who is a student at Columbia University in New York."

A cryptic 'No'

SHE mailed the form and waited. She had no thought but that the answer would be yes. She had her Chinese Nationalist passport, she had the necessary money, she had, she thought, everything. Three weeks later she came home from work to find a letter from the consulate. At the top of the letter were large capital letters which said: "INFORMAL LETTER OF REFUSAL."

Unbelieving, Grace Li swept through it. It was a printed form listing different possible reasons for refusal. Opposite a line which referred to the "Immigration Act of 1924"—at that time the basic American immigration law—was a check mark.

Grace Li was unable to get any further official explanation. But by

asking around among people versed in immigration matters she found out what appeared to be the reason. Even though she insisted she wanted only to visit her husband while he finished school, U.S. officials apparently feared that once she got in the country she would try to remain there.

Over the 8,000 miles between them the Lis exchanged many letters, trying to decide what to do. At last they reached a decision: they would wait until he finished his work for a master's degree and he would then join her in Hong Kong.

In February 1950, Li got his degree from Columbia. In Hong Kong his wife got the company for which she worked to write a letter stating it would employ him and be fully responsible for his stay in Hong Kong. Then she went over to the British Immigration office at Connaught Road. A young immigration official with a mustache and a courteous manner told her that her husband would have to apply to the British authorities in the U.S.

In New York, Li, upon receiving this information, visited the British Passport Control Office on Fifth Avenue. There an official told him, "Since you left for the U.S. from Shanghai, rather than from Hong Kong, and since you were never a resident of Hong Kong, it will be

necessary for you to apply to the proper British immigration authorities in Hong Kong."

In Hong Kong, Grace Li, receiving this information, picked up the phone and called the British immigration official whom she had talked to before. "Listen," she said quietly. "You told me that in order for my husband to come here he would have to apply in the States. He tried to apply in the States and they told him the application would have to be made here. Listen, I want my husband," she said with all the firmness her 89 pounds could muster.

The immigration official was equally firm. "Since your husband did not go to the United States from Hong Kong," he said politely, "he cannot return to Hong Kong."

"Why not?" Grace Li asked. "After all, I'm here. And I'm his wife."

"The fact that you are in Hong Kong does not enable him to come to Hong Kong," the immigration officer said very courteously. "You see, as far as we are concerned the husband and the wife are two separate persons."

In a room in Morningside Heights in New York and in a room on Stafford Road in Hong Kong the first faint shadows of desperation began to fall.

Grace Li was now 23 years old.

In New York, Li, since he could not join her, continued his studies at Columbia, working toward a doctorate in education.

Grace Li sought advice and help from everyone she knew, and then made a complete new application to the U.S. consulate for a visa. She was again refused. Suddenly she began to cast about almost wildly. Maybe, she thought, she could get to the U.S. from somewhere else. She applied for a Canadian visa and was refused. She hit upon the idea of going to the Philippines, but then someone told her it was probably as difficult a springboard to the U.S. as was Hong Kong. She thought of Malaya but rejected it for the same reason. She thought of South America, but inquiries led her to believe it would take years to get there, if she ever made it at all.

"I used to have a dream," she says today. "I was walking along a street with consulates or immigration offices for as far as you could see and I kept going up to each one of them. At each one someone would smile and tell me, 'I'm sorry, but you can't be with your husband. You can never be with your husband.' Then I would hear the door close softly behind me."

Grace Li was now 24 years old.

Searching for an opening through the paper wall, Li in New York came upon an idea. Perhaps U.S. consular officials in European countries might not be so strict with Orientals as were those in Hong Kong, which was at the Communist border. Several Chinese he had met in New York had got into the U.S. from France.

"Go to Europe," he wrote his wife in 1951. "Go to France. . . ."

Promptly Grace Li went off to the French consulate on Queen's Road in Hong Kong. She applied for a six-month visitor's visa to France. At this point Li in New York did something else. He got Columbia University to admit her as a student, starting in the fall term of 1952. If she could not get to the U.S. as his wife, perhaps she could go as a student.

Grace Li was now 25 years old.

On March 19, 1952, Grace Li got her French visitor's visa. It required that she be in France by Sept. 19. She went straight over to a French shipping line. All boats were booked for months ahead, but she had a British travel document which would permit her to set foot in Britain enroute to France. She went to a British shipping line and took the first space available, on the S.S. *Corfu* sailing June 6 for England. Then she bought a teakwood chest lined with camphor wood. It was a big chest, three and a half feet long with beautiful carvings of leaves and birds on the sides. She packed her Chinese dresses and her wedding pictures in it.

At noon on June 6, 1952, her father, who had lately arrived in Hong Kong from Shanghai with her mother, and all her office friends came down to the Star Ferry pier to see her off. The office people brought her great bunches of flowers. Her father cried a little. He wanted her to be with her husband but he was dismayed at the idea of her wandering homelessly around the world. He kept murmuring, "Nur-nur."—"Little doll"—which had always been his name for her. He said goodbye: "Be careful, Nur-nur. And go to church every Sunday and to prayer meeting every Wednesday night."

She walked up the gangplank of the first ship she had ever been on. As the ship backed slowly into the stream she stood at the rail waving down. Her father was shouting something from the pier, but the band was playing and she never heard whatever it was. Then the ship was moving out. "I thought how I didn't know a soul in the world where I was going, France, or have any idea of what was going to happen. . . ." But, as the vessel passed out of the harbor between the ringing mountains, some of her sense of sadness and uncertainty began to disappear. At least she was moving nearer to the husband she had not seen in four years.

After a 32-day passage she arrived at Tilbury, England. "I thought I would like to stay in England a day or two and I asked the immigration officer who came aboard and he said he thought it would be all right but I should report in. I thought I would just have a look before going on to Paris."

It was July 8, 1952. Tomorrow she would be 26 years old.

Next day she telephoned the one person she knew in London, a childhood friend from Shanghai. He and his wife immediately invited her out to stay with them. She hesitated, remembering that she had no "status" in England. Then she was saying, "I'm kind of scared here, it's so lonely . . . yes, I'll come." Above all she wanted not to be alone. Why not, she thought, try to get to the U.S. from England rather than from France?

As soon as she was settled with her friends, she went to the Home Office on High Holborn and applied for a visitor's visa. The official said it was not usual to apply for such a visa after one was in a country but they would look into the matter and let her know.

Next she went over to the American embassy on Grosvenor Square and filled out forms for a student's visa to the U.S. She was given an appointment a few days later. When she returned, a vice consul, a good-looking young man, extremely neat and tidy and with nice manners, asked her a number of routine questions of the sort she had been asked so many times: age, place of birth, parents' names, scars if any. . . . Finally he asked, "And where is your husband, Mrs. Li?" "My husband's in the U.S.," she said.

A question of 'intention'

THE vice consul looked at Grace Li with what she remembers as a mild smile on his face. "Mrs. Li," he said, "is it your intention to study or is it your intention to join your husband?"

"I do intend to study," she said. "And of course I would like very much to see my husband. I haven't seen him in four years."


The vice consul made notes. Then, smiling, he stood up and held out his hand. "You should be hearing from us in six or seven weeks."

The question about her intentions in going to the U.S. bothered her, but she put it out of her mind. Presently she got a notice to report to the British Home Office. The immigration official reminded her that she had the right to stay only 48 hours in England and already she had been there three weeks.

"I have applied for a student visa to the U.S.," she said. "I would very much appreciate it if you would grant me a visitor's visa to remain here until I hear from the U.S. embassy. It shouldn't be long."



FAREWELL GLIMPSE Grace Li had of husband as he left Shanghai for the U.S. in 1948 was last she was to see of him for years.

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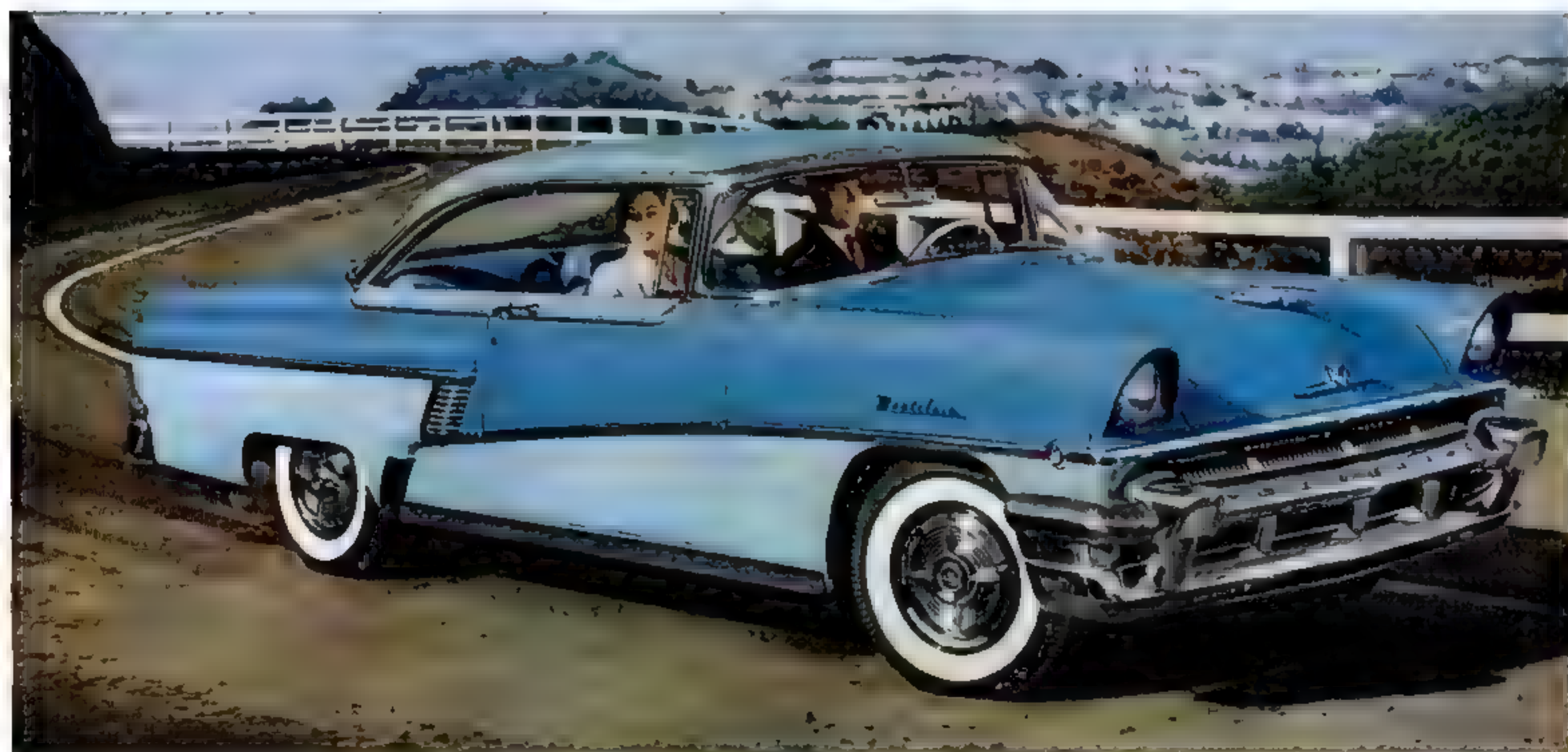
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beauty, with its low, distinctive profile. And Flo-Tone color styling—the biggest news in color since all cars were black. And *Safety-First Design*—with the only impact-absorbing safety steering wheel in its field.

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For 1956—the big move is to

THE BIG M MERCURY

A MAGNIFICENT VALUE IN THE FORD FAMILY OF FINE CARS



TREASURED REMINDERS of each other are snapshots which the Lis have often exchanged during their long separation. Her picture was taken in Hong Kong in 1951, his when he received his Ph.D. degree from Columbia in 1955.

THE LIS CONTINUED

And I'm enjoying my stay in England so much," she added timidly. The British immigration official told her he could not give her a visa. However she could stay for a while unofficially.

"Remember, though," the immigration official added, "that your visa to France expires Sept. 19. You'll have to leave by then."

She waited. As the weeks passed and no word came from the U.S. embassy she grew more and more discouraged. Then one day in early September she went to Canada House on Trafalgar Square with a friend who was trying to get into Canada. Suddenly, while she was standing there waiting for her friend to get forms, she thought, well, why not try Canada again?

After filling out still more forms, she was shown into the office of a Canadian visa officer. She was overwhelmed by his courtesy. He asked her the usual questions, which she knew so well by now. Then quite casually, he asked one more question.

"Oh, Mrs. Li. Where is your husband?" Grace Li hesitated an imperceptible moment. She had a picture of all the past years apart from Chiu. She had a picture of more years of separation to come. She remembered the way the U.S. vice consul had seemed to stick at this same point. Then she visualized being in Canada with nothing but a border separating herself and Chiu, a border he could cross. . . .

"My husband," she said, "is in Hong Kong." In her desperation the lie was out. She has never ceased to worry about telling it. She knows that if she had not told it, she would probably never have got into Canada. If the Canadian officials had known her husband was in New York and thought she might try to use Canada as a "back door" to the U.S. they might never have let her in. But she felt she *had* to see Chiu, even if she had to go back to Hong Kong right afterward. She felt miserable in her lying and her hands in her lap were trembling. She put them under her purse.

"I'll have to put these papers through Ottawa," the official was saying pleasantly. "We'll let you know."

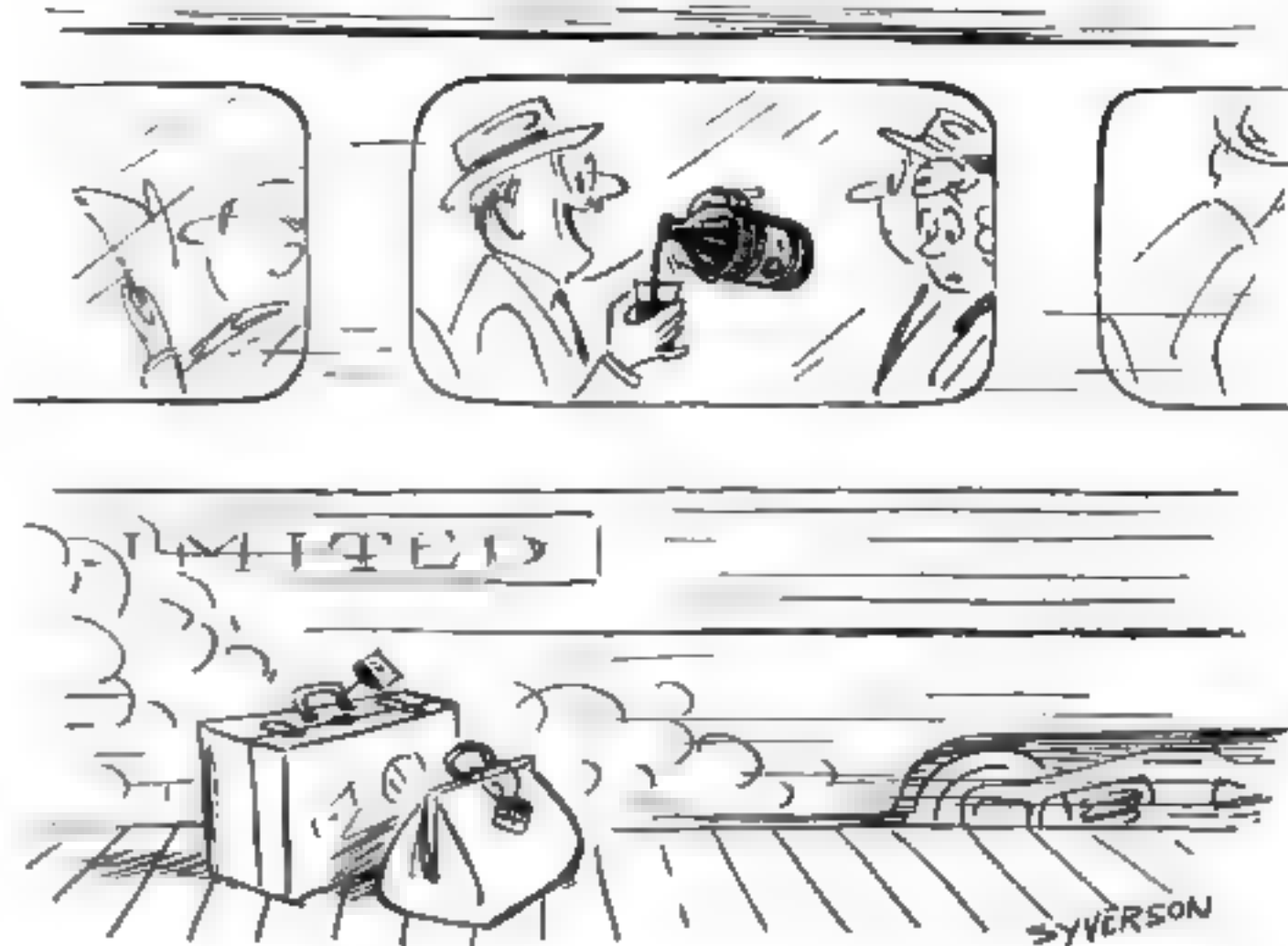
In New York, Li had begun his third year on his doctorate. His subjects included Psychology of Family Relations.

Meanwhile the deadline on Grace Li's visa to France was fast expiring. She kept hoping that word would come from either the Americans or the Canadians before Sept. 19. But no word came. Finally there was no more time. She had to ask the Americans and Canadians to forward her files to Paris. She went back to her room and packed. The camphor wood chest was still not unpacked and she arranged to have it shipped on.

On Sept. 18, the day before her visa to France expired, she got a 7:45 a.m. plane. She felt no excitement whatsoever about landing in that gayest of all cities of the earth, Paris.

She got a room in a small hotel, a tiny, depressing room with a single window overlooking the Rue Pigalle. Next day she started the machinery all over again at the Canadian embassy and at the American embassy.

She waited, and Paris was the loneliest place she had ever known. One day when she thought she might scream if it had to go



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TALKING WITH CHIU, Grace leans over telephone in the foyer of Montreal apartment. They write to each other frequently but cannot afford to call often.

THE LIS CONTINUED

on much longer she got a phone call from Holland. It was from a man who had worked for the export-import firm in Hong Kong where she had been a secretary. Now he was a purchasing agent for the same company in Holland and had heard from mutual friends that she was in Paris.

"Look," he said, "why don't you come to Amsterdam and wait? For one thing it's cheaper here. And my fiancée and I are here."

She thought only a moment. "I'd like to," she said.

She went to the Dutch consulate on the Rue de Constantine and got a visa. Then, only a few days before she was due to leave, she received a phone call from the Canadian embassy.

"Mrs. Li," a voice on the other end said, "your application for a visa to Canada has been approved."

Something shot up inside her. She had made an enormous inroad on the miles between her and her husband.

Then, quickly, she was thinking, "If the Canadians will let me come, perhaps the Americans will too." So she decided to wait a while before exercising the Canadian visa. Then if no word came from the Americans she would go to Canada as the next best thing.

"I'm going to Holland right now," she told the Canadian girl on the phone. "Could you please transfer the visa to Holland?"

Again she arranged for her camphor wood chest to be shipped on. On Oct. 26 she flew into Amsterdam where she got a room at a pension not far from her friends. The room was large, bright and spotlessly clean, and overlooked trees and a chapel.

When she was settled she phoned the U.S. consulate in Amsterdam: "This is Grace Li. I applied in England to go to the United States to study..."

She made a long distance phone call to the U.S. embassy in London: "This is Grace Li. Have you any news on my application?"

"I'm sorry, Mrs. Li. Your application is still being processed." She waited. And then it was 1953.

January passed and by February it had been seven months since she had applied to go to the U.S. as a student, and still she had not heard. Then one day she got a letter from the U.S. consulate, giving her an appointment. With considerable hope she went to the consulate on the Museumplein for an interview. But all the vice consul did was to ask the same questions. He could not tell her how much longer it would take to get an answer. As she sat there she began to get a strange feeling—as if she were watching herself and the official in two mirrors being multiplied into infinity.

Suddenly it came over her that she would wait no more.

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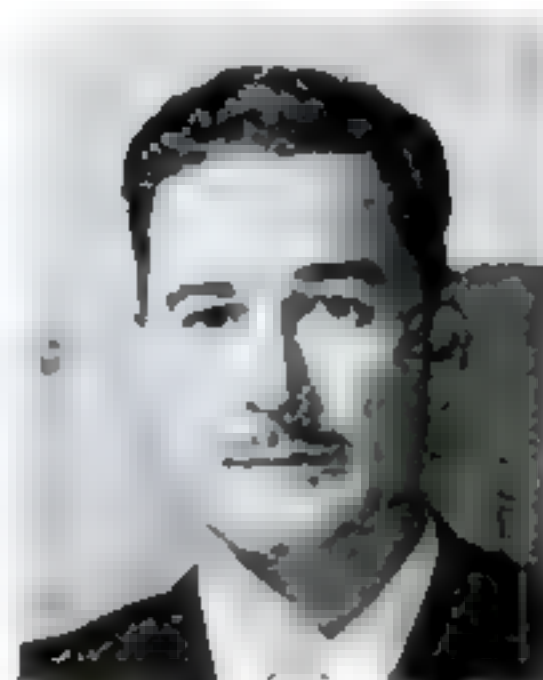
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AT THEIR MEETING PLACE Grace Li revisits concourse of Montreal station where in 1953 she and Chiu saw each other for the first time in five years.

THE LIS CONTINUED

"I am going to go to Canada," she said abruptly. "I have a visa for Canada. Could you transfer my file to Montreal?" She knew that this was the nearest large Canadian city to New York.

Her visa to Canada would allow her only two months there. Let happen what will happen after that, she thought. At least Chiu would be able to come see her during those two months.

She booked passage on the *Vecndam* of the Holland-America line. She shipped on her camphor wood chest.

After 11 days by boat and by train she arrived in Montreal. It was cold and snow lay along the streets. She got a room in the Y.W.C.A. She had a bath and washed her hair. She put on her flannel pajamas. Then she picked up the phone and asked for long distance.

"I want to speak to Mr. P. C. Li in New York. . . ."

Since it was night she called him at the restaurant where he worked after school hours. In a moment she heard a voice she had not heard in almost five years.

"Yes, yes, Grace? How are you?"

"Chiu." Her voice was unsteady. "I'm all right. How are you?"

"I'm all right. . . . It's been a long time. . . . I can't say too much here, I'm in the restaurant."

"Yes, yes, I understand. I'm at the Y.W.C.A."

"How is it at the Y.W.C.A.?"

"It's very nice."

"Grace," he said. "We're going to see each other."

She felt a sort of awe. Then she heard his voice again.

"It's been a long time. . . . Grace, I'm in the restaurant."

"Yes, I know. I'll write. Goodnight, Chiu."

She sat there looking out the window at the wet, cold-looking street. He sounded the same, she thought, and yet he sounded like a complete stranger. It was curious.

She slept better that night than in a long, long time.

Next day she went to the railway station to check on her camphor wood chest. It had arrived and to save storage charges she asked the help of a social worker, who arranged to have it stored free of cost in the basement of St. James United Church. The chest tucked away, she launched her calls on her fifth U.S. consulate, asking them if they had an answer on her student visa.

At last her file arrived at the consulate. A decision had been reached: "Your application for admission to the United States as a student has been rejected."

A great numbness came over her. All she could think was that after nine months they finally said no again. She looked out the window. It's April, she thought. It's beginning to be spring.

She phoned her husband. They both stood bent and bewildered before the news that their last avenue of getting together had been blocked off. They were not giving up yet, he said, not when they were only 325 miles apart.

On top of the crushing news of her rejection for entrance into the United States came another blow. It appeared to be impossible for Li to get up to Canada to see her. His trouble arose out of the fact that he was one of those Chinese students who remained in the U.S. as aliens without "status" after the Communist conquest of their homeland. The U.S. immigration office in New York told Li that if he went to Canada, he might not be able to get back



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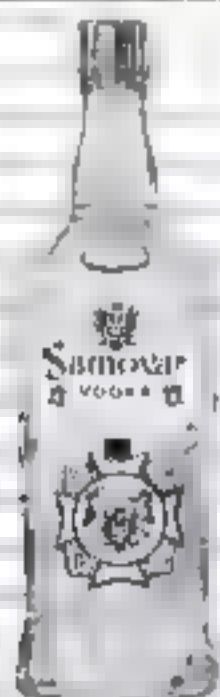


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AT WORK P. C. Li discusses their problems with students at New York's City College, where as guidance counselor he is a full-time faculty member.

THE LIS CONTINUED

to the U.S. Not only that, but there was no telling what Canada might do with him if the U.S. would not let him return.

But Li was unable to stand being only 325 miles from his wife without seeing her. He decided he would just have to take the risk and go. On the night of June 15, 1953 he got on a train out of New York's Grand Central Station. Next morning he got off at the Windsor Station in Montreal. It was 8:40 a.m.

The concourse of the Windsor Station in Montreal is 400 feet long and overhung by a vast skylight. That morning the June sun poured brilliantly through the glass and held her, almost as in a spotlight, when he walked through the gate and saw her—for the first time in five years.

She was wearing a black Chinese dress with the slits in the sides. She had gone over to the basement of the St. James Church to get it out of the camphor wood chest. She stood there. Carrying his grip, he walked across the 20 feet to her. Then he was touching her. She was trembling almost violently.

"Start asking me questions," she said. "I don't know where to begin. So start asking me questions. Start asking me questions."

He smiled, feeling himself shaking a little, and asked the first one. "Have you had breakfast?"

"No."

"Neither have I. Let's have some."

He remembers that time: "She wanted me to ask questions. So I asked them. I asked big questions and little questions. It was almost, at the start, like the first few times we met. And yet we seemed to be so close. But also we seemed to be so far away."

After breakfast they went out into the June sun and started walking along St. Catherine Street, the main street of Montreal. They bought some chocolate fudge and walked along eating it. Suddenly he said, "Let's take a trip. Let's go to Niagara Falls."

"It would be nice to go there together."

Then he said, "You haven't changed much."

She said, "You haven't changed much either."

They had two weeks together. At Niagara Falls she looked across at that land so near, that land she had heard about since she was a child, that land her father loved, that new land of her husband's, that land she wanted to be hers. She had fought four years and traveled half the globe to come to that land. This was her first look at it.

They talked and they talked. They talked about everything but their problem—they wanted for once to forget that. He told her about his education, and she felt very proud that he was near his doctorate. And she told him of all the cities she had seen.

'When you are with your wife'

SHE remembers those two weeks: "For the first time in five years I felt safe. I hadn't felt safe in five years and we felt closer than we ever had before."

And he remembers: "I think everything is fine when you are with your wife. Anywhere you go. Anywhere we went I liked."

When she saw him off at the Windsor Station they felt unmeasured contentment.

"In time we'll come to some solution about being together all the time," he told her. "And meantime I'll always be able to come

CONTINUED

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THE LIS CONTINUED

up and visit you. I'm just overnight away by train, Grace. Do you realize that?"

Presently she got her visitor's visa to Canada renewed for an entire year.

On the morning of Li's next visit she felt a great surge of anticipation. Waiting under the skylight, she watched the minutes tick off on the big station clock. Then she could see the New York train chugging in. She waited and many passengers came through the gate. She could not see Li anywhere. She wondered if he had missed the train. No, he would have wired.

Then at last she saw him—but walking beside him was a man in a blue uniform. As her husband came up she could see that he was terribly distraught.

"I'm having some trouble with the immigration," he said.

The man in the blue uniform, she realized, was a Canadian immigration officer. She felt suddenly very weak. The officer was escorting her husband into the immigration office at the station. Hurriedly she walked along with them. They went inside and she heard the officer speak to her husband.

"You can't come here without some proof that you can get back into the U.S.," he said. "Otherwise we have no assurance that the U.S. will let you back in. There's a train back to New York in a half hour. I'm afraid you'll have to take it."

"But I was here just recently," Li said. "I was here for a two-week visit."

"I'm sorry," the immigration officer said, "but we have our instructions."

The three of them walked back outside toward the gate. Under the skylight Li stopped and spoke to her.

"Look after yourself," he said. "Perhaps there's some other way. I'll try back in New York."

He turned quickly and went with the immigration officer through the gate. They had not touched.

Back in New York, Li wrote to the Department of Citizenship and Immigration in Ottawa asking for visiting privileges to Canada. Soon he received an answer: "It is regretted we are unable to offer facilities for you to visit Canada."

Apparently it had simply been luck that allowed him to get in on his first try.

Grace Li was 27 years old.

In Montreal her desperation and loneliness grew with the passage of weeks. One day in November she could stand it no longer. She made her way down to the U.S. Consulate on Stanley Street and made a frantic appeal.

"May I go to the United States for one weekend to visit my husband? Let me go for just one weekend. Two days. I will put up bond, any bond you want, to assure you I will return to Canada."

The vice consul was sympathetic. It was just, he said accurately, that such a thing was not allowed for in any of the regulations.

For the first of the many times she had been in a consular or immigration office she felt she might break down crying, and she knew if she did she would never stop crying.

She managed somehow to get out of the consulate. Then she was in her room. She had not the faintest memory of how she had got from the consulate to her room. Then she was sobbing, sobbing violently. It had taken five years for her to break down.

A ray of light

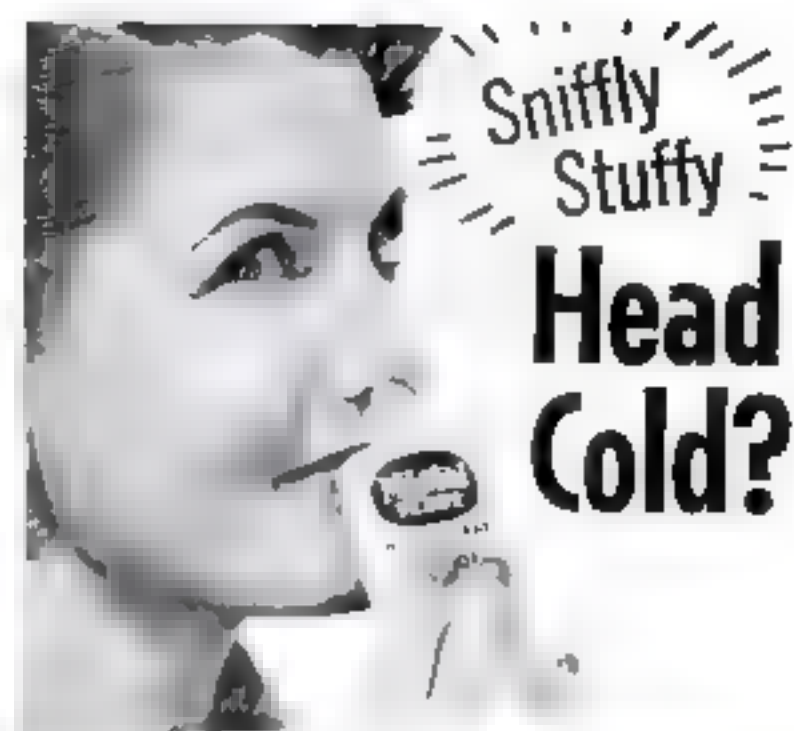
INTO this pit of misery there came a hopeful light. From New York, Chiu wrote that he had heard about something called the Refugee Relief Act of 1953, which Congress had recently passed. This law, he explained carefully to her, was designed to help refugees from Communist countries get into the U.S. She was at once hopeful. If there were ever refugees from a Communist country, she thought, it was the Lis.

It is not a simple thing to apply for a visa under the Refugee Relief Act, and still less simple to get admitted under it. One must have as sponsors one or more U.S. citizens who must first give complete financial reports on themselves and then furnish ironclad assurances of personal responsibility for the refugee. One must have documentary proof that he has a specific place to live in the U.S. and that this housing does not displace a U.S. resident. One must have assurance that he will not become a public charge, that he has waiting for him a specified job at a specified salary. And this employment must not displace a U.S. resident. One must, of course, be guaranteed morally and politically and have a thorough security check.

For months the Lis sought out the myriad assurances.

First, the Church World Service in New York City agreed to be

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HAND RUBBER
COMBS



SMOOTHER • STRONGER • LAST MUCH LONGER

"I was pickin' pansies in Belleau Wood"



THEY WERE only a handful of dirty, haggard Marines. Paralyzed, they hugged the earth outside Lucy le Bocage as murderous German fire poured at them. And then they heard their little, middle-aged sergeant:

*"Come on, you!
Do you want to live forever?"*

That yell, and the charge that followed, made Sergeant Dan Daly famous. But he wanted no glory. He already had *two* Medals of Honor, one earned guarding the Tartar Wall in Peking, the other in the jungles of Haiti.

And when reporters asked about his World War I decorations, he said: "I was out in Belleau Wood pickin' pansies for my girl one day. And the officers said: 'Let's give the poor guy a medal.' Well, sir, they give me the DSC . . ."

No hero to himself, Dan Daly was a fearless and expert professional soldier—one of a breed some folks don't expect of a wealthy, peaceful land like America. Yet America's ability to produce men like Daly is a more important clue to her strength than all the gold at Fort Knox.

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pay you interest at the rate of 3% per year, compounded semiannually, when held to maturity. And *after* maturity they go on earning 10 years *more*. Join the Plan today. Or invest in United States Savings Bonds regularly where you bank.

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the endorsing agency. Two American friends of her father became co-sponsors. The Board of Missions of the Methodist Church agreed to employ Grace Li in New York as a stenographer at a salary of \$223 a month. The United States Employment Service certified that this employment would not displace any worker in the U.S. The required assurance was given that she would have a place to live in New York—with her husband.

This took numerous visits and scores of letters. In addition Li himself applied for permanent residence under the Refugee Relief Act. These tasks came in a period when Li was in the midst of his hardest work for his doctor's degree. With all this—plus a job outside school hours for support—he worked 16 to 18 hours a day, month after month. In Montreal, Grace Li did everything she could to help. She filled out the numerous forms he sent her. She typed his thesis.

At last the mighty battery of forms, assurances and signatures was assembled, and Church World Service mailed them off to the U.S. State Department.

Grace Li was now 28 years old.

Four months passed before, at last, a formal letter precise in its legal language reached Grace Li from the State Department.

As interpreted by the Lis' endorsers, the letter meant that only one slip of paper now barred Mrs. Li's entry into the U.S.: a readmission certificate from the government of Canada. Such a certificate is another requirement under the Refugee Relief Act, as assurance that the U.S. will not get stuck with some undesirable refugee but can always ship him back to the country from whence he came.

Again, the law's delay

ABRUPTLY, as if emerging from some indescribable nightmare, the Lis stood upon a mount of ecstasy. In the most feverish of hopes the Lis had their lawyers approach Canadian officials in Ottawa. Would the government of Canada issue Grace Li a readmission certificate?

Why, no, it would not. A person who was only a visitor to the country obviously could not be given a readmission certificate to the country. In that case Mrs. Li, if deported from the U.S., would become the responsibility of the Canadian government. The Canadian immigration officials also expressed to the Lis' lawyers their sympathy for Mrs. Li, but they pointed out that under the laws of Canada there was nothing they could do to grant the request.

The Lis were caught. They had conquered the mountain of papers that stood between them—all but one paper.

For months the problem was investigated. Brilliant lawyers explored its misty corridors. The U.S. State Department and the Departments of External Affairs and of Citizenship and Immigration of Canada wrote letters back and forth. Agencies and sponsors telephoned, made trips, conferred and wrote from Ottawa to Montreal to New York to Washington. Fourteen months passed.

Last month, after a long period of no news, there came two important developments in the lives of the Lis.

In New York, Dr. Li, who is now doing guidance work with students at the Bernard M. Baruch School of Business and Public Administration of the City College of New York, received the news that the House of Representatives of the U.S. had approved a resolution granting a group of 700 aliens, including him, permanent residence in the U.S. under the Refugee Relief Act of 1953.

In Montreal, Grace Li's lawyers received a letter from the Department of Citizenship and Immigration of the government of Canada, the last and pertinent phrases of which read: "... it is not considered that we would be justified in granting a further extension of temporary entry to Mrs. Grace Wang Yu-Ching Li. We do not wish to be unreasonable, however, and in order that she may have time to make the necessary departure arrangements, we are willing to allow her to remain until April 30, 1956. It is expected that Mrs. Grace Wang Yu-Ching Li will effect her departure voluntarily prior to that date."

Dr. Li's permanent residence clearance means that he can visit Canada—but only after he has received his official notification and arrangements are made for him to take the required oath. But it will probably take at least four months for all this to happen so that Li will not even be able to get to Montreal in time to see his wife off for Hong Kong.

And so Mrs. Grace Wang Yu-Ching Li sits waiting in her room on the Cotes des Neiges in Montreal in the sovereign state of Canada. Dr. Pei-Chao Li sits in his room on 22nd Street in New York City in the sovereign state of the U.S.A. She is 29 years old. He is 37.

A LONELY WALK on a wintry Montreal street ends a day of unfulfilled hope for Grace Li as eight weeks remain before she must leave Canada.





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- 2—Send as many entries as you wish. Write each entry on a separate entry blank or sheet of paper. Each entry must be accompanied by a label or wrapper showing the POLLY-FLEX or FREEZETTE trade mark from any Republic Molding Corporation product.
- 3—Mail to POLLY FLEX - FREEZETTE CONTEST, Box 7997, Chicago 77, Illinois. All entries must be postmarked before midnight, June 15, 1956 and received by June 22, 1956.
- 4—Your entry must be your original work or that of your family and submitted in your own name. Only one prize to a contestant.
- 5—Entries will be judged by the Reuben M. Donnelly Co., Chicago, Illinois on basis of sincerity, originality, and aptness of thought. Decisions of the judges are final. Duplicate prizes will be awarded in case of ties.
- 6—All entries become the property of Republic Molding Corporation and may be used by it in any manner. Winners' entries, likenesses, names, and statements may be used in advertising and promotions by the Republic Molding Corporation. No entries will be returned or acknowledged. Winners will be notified promptly by mail. List of winners available upon request to those sending self-addressed stamped envelope. Contest is subject to all Federal and State regulations. All persons may enter except employees of Republic Molding Corporation, its affiliated companies and their families or its advertising agencies or the contest judges and their families.
- 7—You accept these rules when you submit your entry.

MAIL THIS ENTRY BLANK TODAY TO

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Here is my contest entry and enclosed label.
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- 4 FREEZETTE CONTAINERS
- 5 UTILITY JAR
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- 7 PIE CONTAINER
- 8 CRISPER

- 10 FIFTY
- 11 MIXING BOWL SET
- 12 CANISTER SET
- 13 BREAD CONTAINER
- 14 WASTE BASKET (32 1/2 QT.)
- 15 BUTTER DISH
- 16 DECANTER
- 17 TUMBLER SET
- 18 ICE CUBE TRAY

- "THE GENERAL"—44 QT.
- UTILITY PAIL 32 1/2 QT.
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- DRAIN TRAY
- DISH PAN
- WASTE BASKET 10 QT.
- SINK MAT
- CUTLERY TRAY
- UTILITY BASIN



DEISEY (UPPER RIGHT), HER FIVE PARTY GUESTS AND HER FATHER PLAY "HOT POTATO," KICKING AND PUSHING A "HOT" BALL AWAY FROM THEMSELVES.

GETTING READY FOR THE PARTY AND RUNNING IT

- Invite not more than five guests, all of same age as host child.
- Have host's father present but not the mothers of the guests.
- Schedule party to begin at noontime and last for not more than two hours.
- Set up a play table with materials for coloring and modeling.
- Decorate dining table.
- Make simple cardboard hats representing some theme, such as animals.
- Serve luncheon food children can eat with fingers if they wish.
- Buy several small gifts for each child.
- Assemble equipment for games.
- Plan for trip or indoor movies.
- As guests arrive, direct them to the play table (20 min.).
- Play group games (10 min.).
- Serve luncheon (30 min.).
- Play fishing-pond game (10 min.).
- Take short trip (10 min.) or, in case of bad weather, show movies (20 min.).
- Take each child home, giving him surprise gifts as he is dropped off.





How to Give Children's Parties: II

The festive exuberance of 6-year-olds

USING 'LIFE'S' PARTY RULES, A MOTHER DISCOVERS WAY TO SUCCESS IS TO KEEP THE GUESTS MOVING

Through all the years of childhood no one is ever more excited by parties than a 6-year-old. And no one is more difficult to control. Supercharged with exuberance, children of 6 can—and often do—turn a party into shambles in a matter of minutes.

To help parents meet this familiar problem, *LIFE* here presents the second in its series on how to give parties for children of five different ages: 4, 6, 9, 12 and 15. Prepared by Dr. Frances Ilg of the famous Gesell Institute of Child Development in New Haven, Conn., *LIFE's* five different sets of rules for five different ages are based upon years of scientific studies of just what a child can do and will do socially at a given age.

What 6-year-olds can do is shown here in candid photographs of an actual party given by Mrs. Andrew Patterson of Hamden, Conn. to celebrate the 6th birthday of her daughter Betsey. Where the rules for 4-year-olds called for simple spontaneity (*LIFE*, Feb. 6), the rules which Mrs. Patterson agreed to follow (*box, opposite page*), call for careful organization of activity. Taking advantage of the newly awakening interest of 6-year-olds in group play and their quick responsiveness to suggestions, she kept the guests constantly moving from one absorbing activity to another. The result, Mrs. Patterson happily discovered, was that the 6-year-olds never lost their interest and she never lost her control.

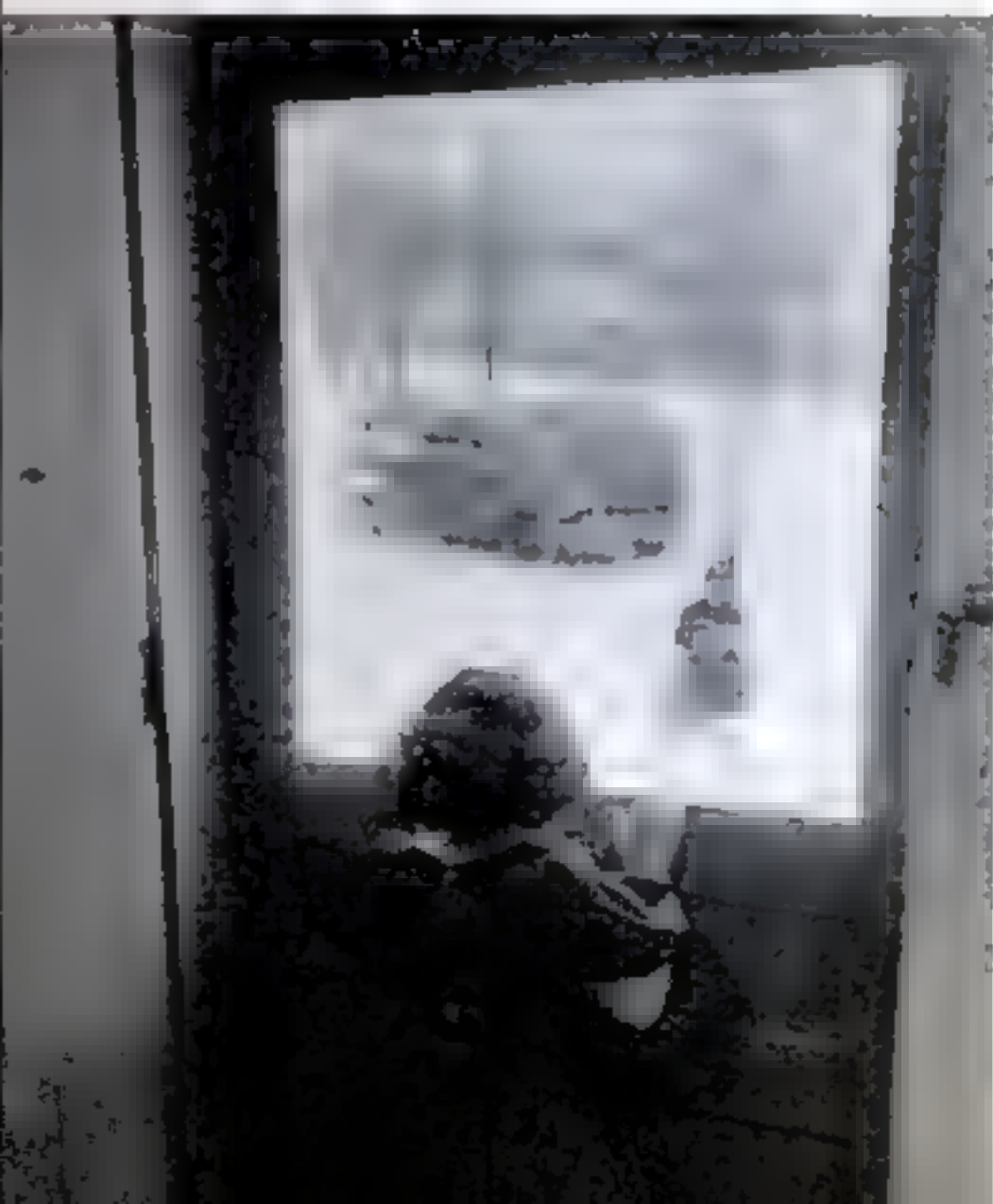
Photographed for *LIFE* by WALTER SANDERS



THINGS THAT ARE NEEDED FOR THE PARTY

Displayed above are things used by Mrs. Patterson at party for Betsey. Number and selection of items fit her particular needs but they all faithfully follow the general rules. In foreground at left are coloring materials; at right, clay and pipe cleaners for modeling. At center foreground are balloons, cake favors and other small gifts. Row of food behind includes carrots, fruit for salad, franks and rolls, cake,

molded ice cream, milk. Each place setting at rear of table includes oversize name card, three paper plates, separate cups for fruit salad, milk and candy. Resting on chairs are homemade "animal-ear" hats. At right of movie projector at rear are plastic bags in which children can stow their favors, and cartons for turtles which are given out at end of party. Also needed, but not shown here, is game equipment.



GAME IS IDEAL BECAUSE EVERYONE CAN PLAY

6-YEAR-OLD'S PARTY CONTINUED

STARTING THINGS WITH QUIET PLAY



POISE AT THE DOORWAY

As Mrs. Patterson leaves the door, Betsy guards her last three guesses. Becky Wheeler, Dicky Knight and John Barclay. Mothers and guests had not been invited, because children of this age actually believe better at a party if their own parents are not around. Betsy accepted the gifts but, as 6-year-olds sometimes can do, willingly waited until she could open them all at once—a few every one had arranged (right).



UNWRAPPING GIFTS AND MAKING THINGS

Watched by guests who kept urging "Open mine first," Betsy delightedly unwraps her presents (top). Then the children, who at this age love to do things with their hands, eagerly resume working

with modeling, clays and modeling (bottom). Because of the special regard which 6-year-olds show for fathers, Mr. Patterson stayed with the children, supervising them and meeting their requests.

DISPLAYING NORMAL BOISTEROUSNESS, TAMMIE WALTON TELLS BETSEY HE IS "AN U-GROOME" AND WILL "EXPLODE" CROCODILE SHE GOT AS PRESENT (RIGHT)





Slight disagreement between Moss Hart and Bennett Cerf

"Lemon peel in a Dry Martini?" says Moss Hart. "You disappoint me. An olive—or nothing."

"Never!" says Mr. Cerf. "It's beyond me how you can mix a Martini as good as this, and leave out the lemon peel."

"Simple," says Mr. Hart. "I let Heublein mix my Martinis—and they let me put in olives!"

Serve your Extra Dry Martinis with an olive, a lemon twist, or a cocktail onion—as you prefer. The important thing in any cocktail is the right ingredients in the right proportions. Heublein uses the same choice liquors you'd use yourself, expertly blends them in the exact proportions that today's taste prefers, and brings them to you at the peak of their flavor. Nine varieties, all full-strength and ready to serve. Just pour "on-the-rocks", or stir with ice and serve.

Extra Dry Martini, 75 proof; Manhattan, 65 proof; Old Fashioned, 70 proof, and 6 other types.

A non-controversial word about

Heublein's Full-Flavored Cordials

A panel of connoisseurs agrees that they've never tasted Cordials with finer bouquet, greater delicacy or truer, richer flavor. Serve them after dinner—or anytime. Creme de Menthe, 54 proof. Blackberry Flavored Brandy, 70 proof. Creme de Cacao, 50 proof. Twenty of the world's favorite Cordials, Liqueurs and Fruit Flavored Brandyies at welcome domestic prices.

G. F. HEUBLEIN & BRO., HARTFORD, CONN.

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since 1875

— full-flavored, delicious



Wonderful day!

Her first high heels...
and Bur-Mil Cameo Nylons

What a grand and glorious feeling... the magic of being grown up! It's a wonderful day... the beginning of an exciting new life for this young lady... and for her mother and dad, too.

Fun, isn't it? Now a new pair of shoes, a new dress, a new set of very special pair of stockings... can make a girl feel like she's a person, too.

Like the mother and father of this young lady, Bur-Mil Cameo "Double-Rose" stockings are the most significant development in hosiery history. Although very strong, they promise to wear twice as long as other stockings... it's another reason why it's a look for future... Industries... a symbol of quality from the world's leading producer of hosiery and related goods.

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FAVORS IN FOOD AND CLOWNS IN HATS

At the luncheon table (above) Susie Bittker curiously watches Dicky Knight unwrap his favor, one of the 10 little objects baked into the birthday cake. Other table presents were the candy-filled cups, the

oversize place cards and the homemade animal-ear hats like the floppy-dog one John Barclay clownishly models at right. Party guests at this age love to get presents themselves, no matter how small.

6-YEAR-OLD'S PARTY CONTINUED

SURPRISES WITH THE LUNCH AND IN A GAME



THREE CHANCES TO FISH AND A CATCH WITH EVERY CAST

After luncheon, playing fishing-pond game, Betsey holds the pole as guests expectantly wait their turn. Behind sheet-draped card table representing the "pond" sits Betsey's brother Muir, 7, who puts presents on the hook. (Also helping out at the party was Betsey's sister Ellen, 11½, cleaning table at rear.) Each child

got three chances to fish, catching such gifts as a magnet, lead Indian and a package of nickel candy. Six-year-olds can play games like this, which involve taking turns, only if they are rewarded after each wait. But party games should not be competitive because at this age children become upset when they lose.



AWAY FROM THE HOUSE

After the fishing pond game—because weather made a trip possible, home games were omitted and the children rode in the car instead to the Peabody Museum of Natural History in New Haven. Here they looked at exhibits (above) and scampered up and down the aisles. Getting out of the house during a party is only for a run through the park, gives the 6-year-old necessary opportunity to let off steam.



NEW DELIGHTS TO ENJOY

Taken home from the museum by Mrs. Patterson, Bettie Wiener triumphantly shows her best teacher mother. Normal unwillingness to leave the party was overcome because all ties were dropped off by the Pattersons, and each was given a turtle as a last minute surprise. Afterwards, at her own house (right), Bettie demonstrates gift maracas with her sister Kate, now happily back with the family again.

6-YEAR-OLD'S PARTY CONTINUED

ENDING THE PARTY WITH AN OUTING AND LAST-MINUTE GIFTS





Mitch Miller records his candid thoughts on Thom McAns after rigorous 30-day test

Uncensored, unrehearsed—Director of Columbia Records' Popular Division tells how he was resigned to buying expensive shoes...how he was in no mood to try Thom McAns...how he was persuaded...and why he was completely bowled over.

Mitch Miller's report, in his own words:

AS FOR ME, I'm a "loafer man." That sounds funny for a guy who often works eighteen hours a day, but I'm referring to a kind of shoes. I've worn casual or slip-on shoes for twenty years. Every kind—made everywhere—from Great Britain to Maine.

I'm hard on shoes—and Thom McAn

I've paid from \$18.00 to \$30.00 a pair and had never yet been completely happy with wearing comfort and durability. But I was resigned to the fate that I was the original guy who's "hard on shoes." That's what my pop would say as he marched my two brothers and me into a Thom McAn store back

home in Rochester some 30 years ago.

In those days, our Thom McAns did wear like iron and were very comfortable. But I also remember that as soon as we boys grew older, made a few bucks and became style conscious, we sort of graduated to the more expensive type shoe. Thom McAn wasn't especially notorious for style 30 years ago.

My oboe plays a different tune

So you see I was in no mood to bother when a Thom McAn representative asked me to take the 30-day test. But when he waved a fat check to be made out to my favorite charity, The Federation of Jewish Philanthropies of N. Y.—my oboe played a

different tune. I agreed, provided the charity got its check whether or not the test turned out favorably.

I walked into a Thom McAn store—and talk about style—times have sure changed at Thom McAn. I was simply bowled over with their up-to-date styling and variety.

I was fitted with two pairs in ten minutes flat.

My Thom McAns pass brutal test

I've alternated these two pairs for over a month—in all kinds of weather—including one hurricane and two rainstorms. They've held their shape beautifully and still feel light as a feather. Same goes for my new low-cut Jaguars, too.

So I'm glad Thom McAn and I found each other again. Especially when it comes to "loafing"—Thom McAn, I'm your man!

Mitch Miller

Mitch Miller chose from new Thom McAns like these: left—the Colorado. Softest textured leather. "Leisure" colors, \$8.95. Classic moccasin style, Chestnut color. Surprising at \$7.95. Thom McAn prices are \$7.95 to \$11.95.



Thom McAn

690 Thom McAn Stores Coast-to-Coast
Also available in Montgomery Ward Stores

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SCREAMS IN THE SKY

For long moments things looked pretty alarming in Los Angeles. Passers-by, looking aloft, saw two large and terrified women being pushed around by an unfeeling man. But as things kept moving about, they began to take on a

more familiar and reassuring shape. The blonde at the bottom, hoisted up and to the right of the brunette above, was seen to be saying, "Isn't it a pity about Kitty?" who, apparently, had not heard about a sugar-free glamor drink.



Symbol of confidence

Year after year the gentle, kindly figure of Old Grand-Dad has served to symbolize the trust and confidence in the hearts and minds of millions for this finest of all bourbons.

Old Grand-Dad

"HEAD OF THE
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KENTUCKY STRAIGHT BOURBON WHISKEY
100 PROOF BOTTLED IN BOND
THE OLD GRAND-DAD DISTILLERY COMPANY
FRANKFORT, KENTUCKY
A DIV. OF NATIONAL DISTILLERS PRODUCTS CORP.

IT'S A PSYCHOLOGICAL FACT: PLEASURE HELPS YOUR DISPOSITION

How's your disposition today?

EVER YIP LIKE A TERRIER when the store sends you the wrong package? That's only natural when little annoyances like this occur. But — it's a psychological fact that pleasure helps your disposition! That's why everyday pleasures — like smoking, for instance — mean so much. So if you're a smoker, it's important to smoke the *most* pleasure-giving cigarette — Camel.



For more pure
pleasure — have a
Camel

*"I've tried 'em all —
but it's Camels for me!"
Rock Hudson*



YOU CAN SEE RUGGED ROCK HUDSON STARRING IN U-I'S "NEVER SAY GOODBYE"



No other cigarette
is so rich-tasting
yet so mild!

ROCK HUDSON AGREES with Camel smokers everywhere: there is more pure pleasure in Camels! More flavor, genuine mildness! Good reasons why today more people smoke Camels than any other cigarette.

Remember this: pleasure helps your disposition. And for *more* pure pleasure — have a Camel!